



Creative iMedia

R081: Pre-production skills Exam

ICT Revision Booklet

NAME:


Think BIG

CHASE
Dreams


**SUCCEED
TOGETHER**

Revision List

~~The exam is on January 3rd 2023 in the morning.~~ To revise over the holidays you should create revision notes, mind maps or flashcards on each of these topics. You should also read back through the practice questions we have done in lessons and try more past papers using the mark schemes to check your answers.

Tick

Moodboards	- The purpose - Contents – what’s on it? - Be able to create/draw one	
Storyboards	- The purpose - Contents – what’s on it? - Be able to create/draw one	
Mind map	- The purpose - Contents – what’s on it? - Be able to create/draw one	
Script	- The purpose - Contents – what’s on it?	
Visualisation Diagram	- The purpose - Contents – what’s on it? - Be able to create/draw one	
Client Brief	- How do you interpret them? - What will be included in the client brief?	
Target Audience	Know the ways we can categorise the target audience	
Workplans	- Know why they are used/explain the purpose - The different parts of a workplan	
Laws	- Data Protection Act - Intellectual Property – copyright, trademarks, CC/creative commons, royalty free, public domain - Classification – PEGI/BBFC – what different ways can effect the age rating given e.g. bad language etc. - Defamation (libel/slander)	
Health & Safety	- Safe working practices when using computers, heavy equipment lighting and electricity - Site recces – what is the purpose?- what goes into one? - Risk assessment – what is the purpose? what goes onto one?	
Market Research	Types of primary and secondary research methods	
File Formats	- File formats used to save image, video, animation and sound/audio - Compression	
Naming Conventions	- Save with clear file names and sensible folder structure - Use version control to save different versions	
LO4 Essays	I know how to structure the final long answer question	

Mood boards

Purpose of a mood board:

- Used to generate ideas for a client
- Used to create a mood or a feeling or a product

Content of a mood board:

- Images
- Colours
- Text/fonts/styles/keywords
- Textures, fabrics and other materials
- Digital mood board = sounds and video clips
- Annotations/labels



Mood boards

Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

Fig 1



To draw/create a moodboard in the exam:

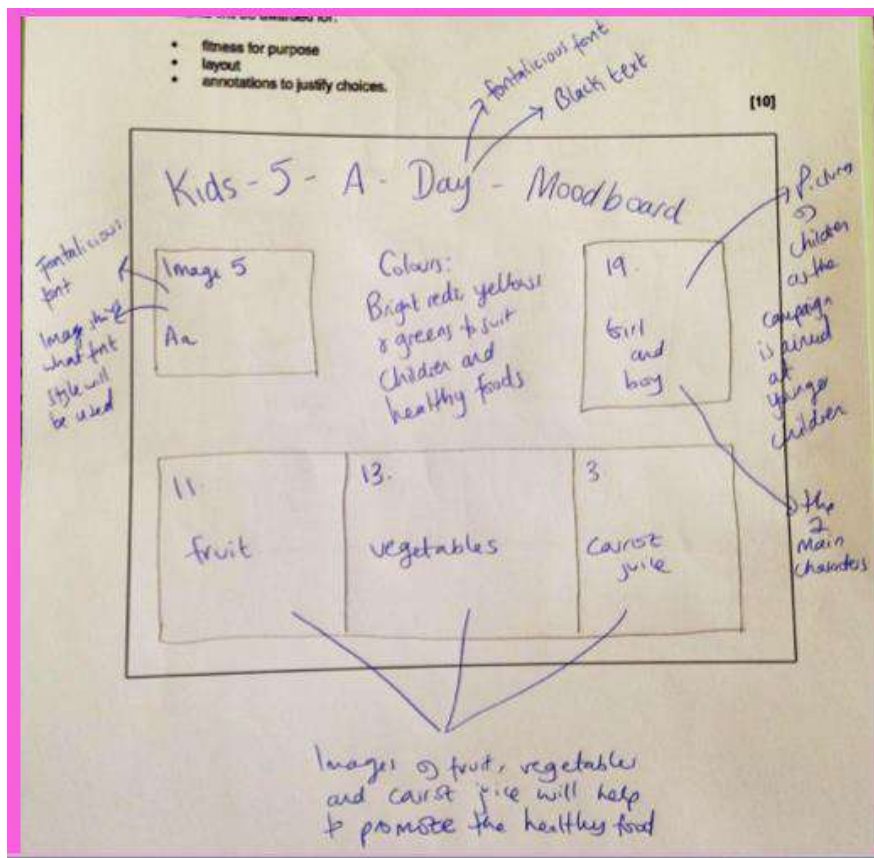
T – Title

I – Images (suitable ones) – spread them out across the board and in neat squares

L – Label the images to justify exactly why they have been chosen to suit the brief (write outside the box)

E – Extras – add suitable finishing touches such as text/keywords, colours, fonts, textures and sound or audio

It needs to be tidy and neat



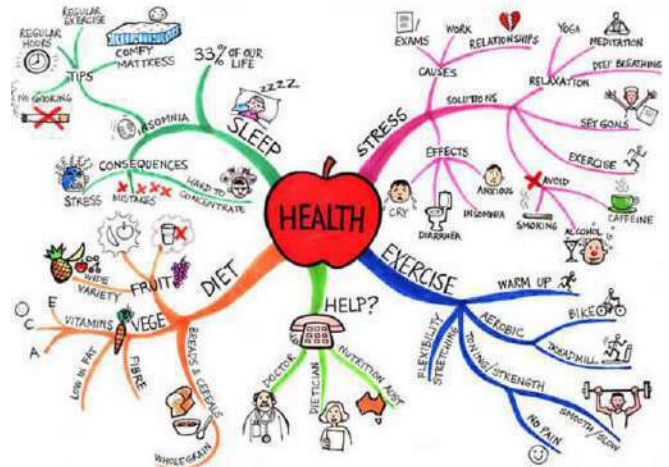
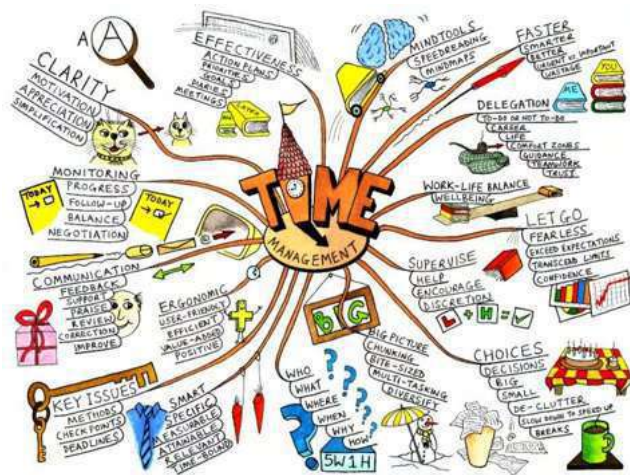
Mind maps

Purpose of a mind map:

- Generate outline ideas quickly
- Develop and show links between different thoughts and ideas

Content of a mind map:

- Central node with the main theme
- Sub-nodes with interconnecting lines/branches
- Text
- Images can also be used



Mind maps

MindMaps

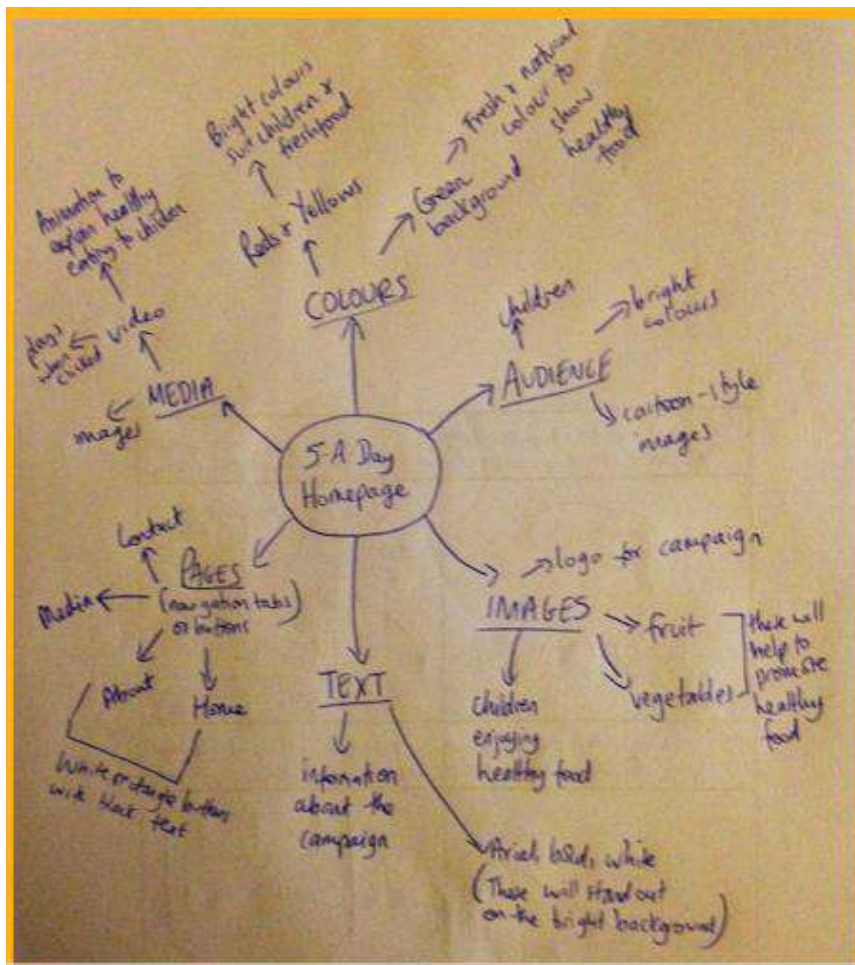
A diagram to show the flow of ideas and the development of your ideas

The purpose of a mind map is to:

- Show the **development of the ideas**
- Brainstorm and see the **links** between ideas
- Allows you to explore and link ideas

It can contain:

- A central idea (central node)
- Sub nodes (other key ideas)
- Branches to link ideas together
- Colours
- Images
- Keywords



Visualisation diagrams

Purpose of a visualisation diagram:

- Plan the layout a product to see what the design will look like
- Show how the finished item may look and make changes where needed

Content of a visualisation diagram:

- Images
- Colours and colour schemes
- Position and style of text
- Fonts to be used
- Annotation/labels providing more detail



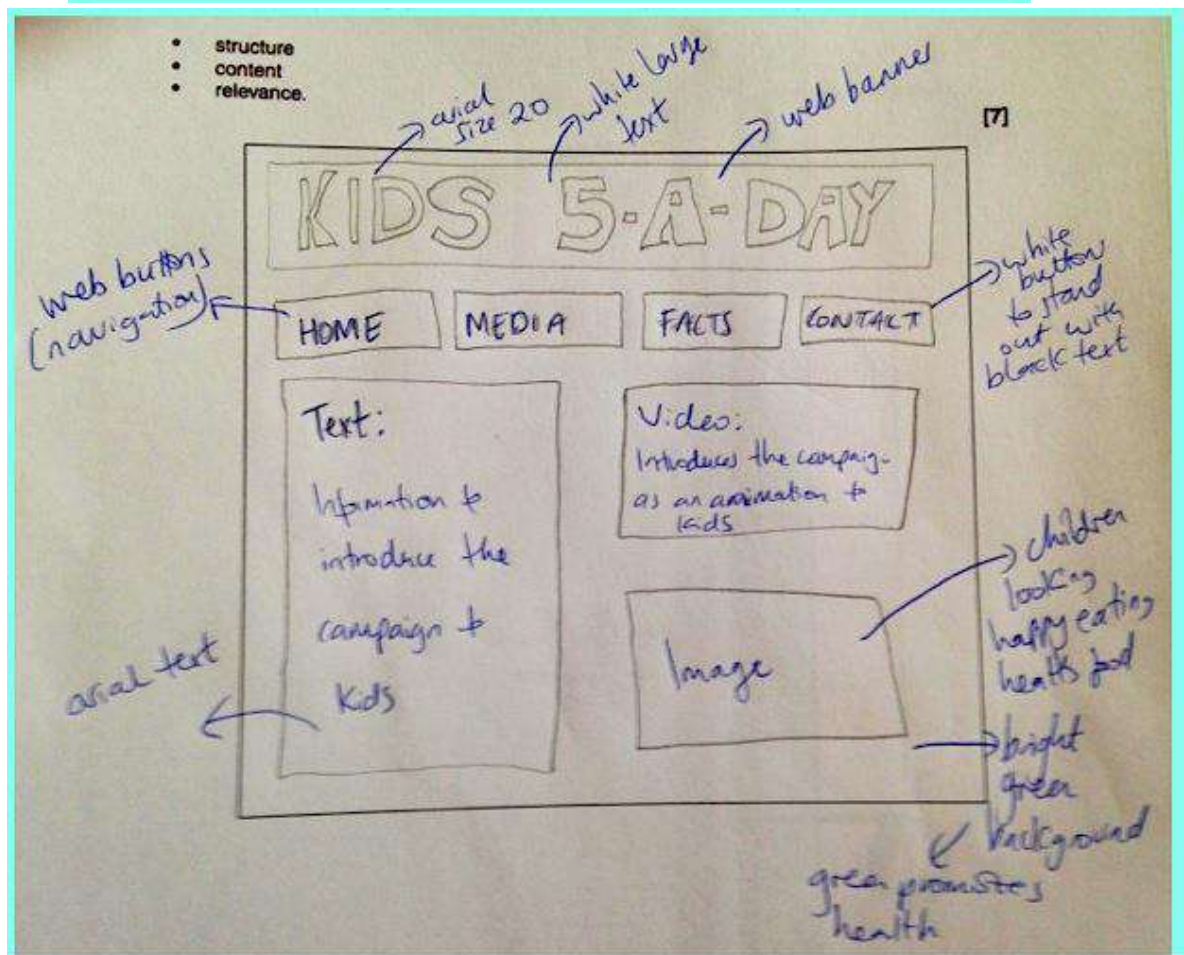
Visualisation diagrams

To draw/create a visualisation in the exam:

You need to create a diagram of the layout...

- **T** = Title (label the text colour, size and font)
- **I** = Images - Draw boxes for where some images will go (label the images and justify reasons)
- **T** = Text - Add text (label sizes, colour and fonts)
- **L** = Labels - Label background colour and say why
- **E** = Extras - Add any extras such as video, sound, buttons, logo, PEGI or film rating etc. to suit the question given to you

Make it tidy and leave some blank space so it's clear



Storyboards

Purpose of a storyboard:

- Provide a visual representation of how a media project will look along a timeline
- To show the order of the scenes and how they fit together
- To help to visualise the characters

Content of a storyboard:

- Images/sketches of scene
- Locations
- Camera shot types and angles
- Camera movement
- Timings
- Lighting
- Sound
- Scene numbers and direction arrows

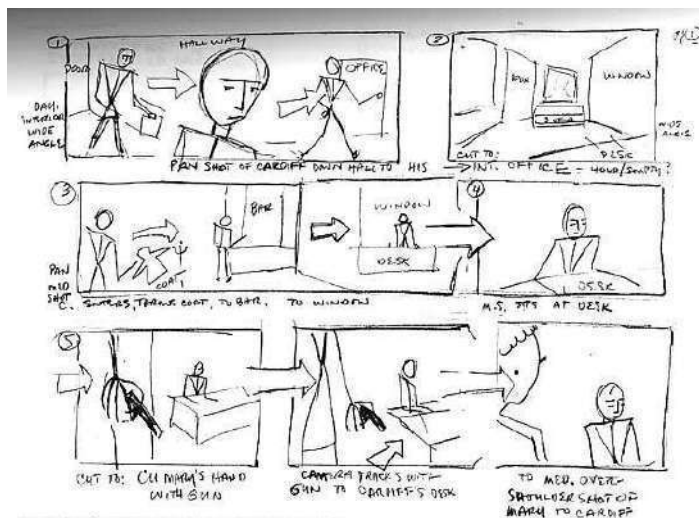
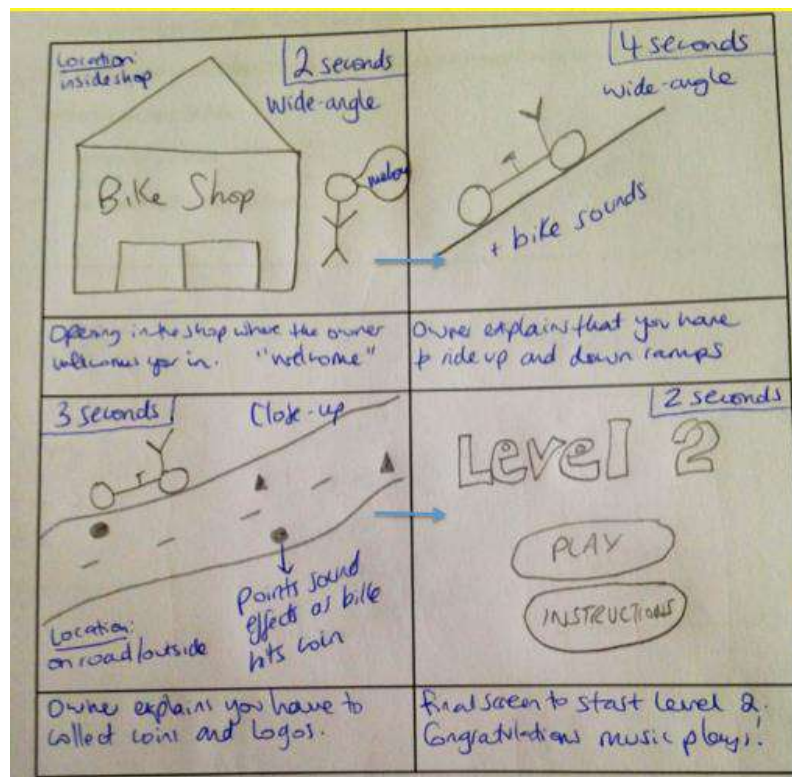


Figure 2-5: Video Mountain stick figure storyboard. Reprinted with permission.

Storyboards

To draw/create a storyboard in the exam:

- 1.) Add **suitable sketches** to suit the storyline in the exam question for each box/scene (a rough stick-figure sketch is fine)
- 2.) Add **descriptions** to explain what is happening beneath it
- 3.) Add a **timing/duration** into each scene
- 4.) Add a few **camera angles/shots** to the scenes e.g. close up, medium shot, two-shot, wide-angle
- 5.) Add some **sound effects and music**
- 6.) Add some **speech**/speech bubble
- 7.) Add a scene **location** to one of the scenes



Scripts

Purpose of a script:

- Provide stage directions for actors and production crew
- Provide dialogue for actors so that they know what to say

Content of a script:

- Set/locations
- Scene/stage directions
- Camera shot types
- Camera movement
- Sounds and sound effects
- Names of actors/characters
- Dialogue

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INT. DON'S OFFICE - DAY

Hagen is alone in the office. He is drinking. He looks up at the sound of cars; the caporegimes are arriving. Then he hears footsteps.

The door opens and in a robe with clippers, Don Corleone slowly enters the room. He walks directly to his stuffed armchair and sits down. His face is stern as he looks into Hagen's eyes.

DON CORLEONE
Give me a drop of anisette.

Hagen rises, and pours a glass for the old man.

DON CORLEONE
My wife was weeping before she fell asleep, outside my window I saw my caporegimes to the house, and it is midnight. So, consigliere of mine, I think you should tell your Don what everyone knows.

HAGEN
(quietly)
I didn't tell mama anything. I was about to come up and wake you and tell you. Just now.

DON CORLEONE
But you need a drink first.

HAGEN
Yes.

DON CORLEONE
Now you've had your drink.

Pause.

HAGEN
They shot Sonny on the Causeway. He's dead.

Don Corleone blinks. One feels that just for a second he loses all physical strength; he clasps his hands in front of him on the top of the desk and looks into Hagen's eyes.

Scripts

Scripts

A document that contains the speech, audio and visual aspects

The purpose of a script is to:

- Show the **direction and what happens in each scene**
- Show the **dialogue between characters**
- Create the **mood for a scene**

It can contain:

- Dialogue/speech
- Sounds
- Location of scenes e.g. INT or EXT
- Directions for actors
- Camera shots/transitions
- Mood/emotion

Client Briefs

Whether you are creating something for yourself or for a client, your project will have a set of client requirements.

Purpose of client requirements:

- Provide the media developer with outline information and any constraints (timescale)
- Clear statement of what is to be produced

Content of client requirements:

- Statement of what media product is needed
- Purpose of the media product
- Target audience
- Content to be used e.g. types of images and text
- Timescale – when it needs to be done by
- House style e.g. fonts, colours
- Theme/genre/style of the product



Target audience



Who is the final product intended for?

Categories:

- Age – need to be clear about the age group. (E.G. 6-12, 12-18, 18-40, 40+)
- Gender – male/female
- Location – local, national, international
- Ethnicity – background, culture, race, religion, language
- Income – how much they earn from their jobs

Market Research

Primary sources: the information is obtained first hand from an original source – **new research**

Secondary sources: the information is obtained second hand where somebody else has created the data

Primary Sources	Secondary sources
• Questionnaires • Focus groups • Surveys • Meetings/discussions	• Magazine article • Other people's products • News broadcast • Books • Internet/online

Work plans

Purpose of a work plan:

- Provide a timescale for the overall project to be completed
- To see the order of the tasks and to help to meet the deadlines to keep it on schedule

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- Provide a timescale for the overall project to be completed
 - To see the order of the tasks and to help to meet the deadlines to keep it on schedule

Content of a work plan:

- Tasks
- Activities
- Durations – amount of time a task is expected to take
- Timescales – how long the project will take
- Milestones – key dates when a section is completed
- Deadlines – date when something has to be done by
- Resources – what is needed
- Contingencies – back up plan, extra time if needed

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[illegible]

Hardware and Software

Hardware	Software
<i>The devices and equipment that could used to create or digitise pre-production documents</i>	<i>Types of applications installed on a device that could used to create or digitise pre-production documents</i>
• Computer system • Keyboard • Mouse • Graphics tablet • Microphone • Speakers • Monitor • Camera • Scanner • Pens/pencil/paper	• Microsoft Office Publisher – used to create a mood board, storyboard, visualisation diagram • Word – used to create a script, storyboard • PowerPoint – used to create a mood board, visualisation diagram • Web browser (IE, Chrome) • Dedicated software – mind map, Dreamweaver



Health & Safety

Site or Location Recce	A visit to a specific location that will be used for recording purposes. The purpose is to check access, see what is there, identify the best positions and assess environmental considerations. May include: • Location • Access • Lighting • Health & safety issues • Availability of power • Environmental considerations • Any other issues
Risk assessment	Must be stored to cover you and any organisation that you work for in case of claims. Helps to identify and minimise the risks. • Identify hazards and dangers • Decide who might be harmed and how • Evaluate the risks and decide on precautions to be taken • Record findings and implement them • Review assessment and update if necessary

Safe working Practices when using Computers

Eye strain 	Eyes can become strained after staring at a computer screen for a long time especially when working in bad light or with a poor screen Solutions: • Use a screen filter • Make sure you work in suitable light • Don't sit too close to the screen • Take regular breaks (5 mins per hour) • Have regular eye tests • Have blinds available to avoid glare on the screen
Back pain 	This can be due to poor posture or sitting in an awkward position Solutions: • Use a fully adjustable chair • Use footrests so that legs are at a natural angle • Take regular breaks to walk around • Don't slouch • Have the monitor at eye level
RSI 	• Repetitive Strain Injury is damage to the fingers and wrists due to repeated movements over a long period of time Solutions: • Use wrist rests • Regular breaks • Ensure workstations are the correct height

Safe working Practices

Lighting and electricity



Lights can become hot so make sure the area is well ventilated

Lights can be heavy and could fall and hurt someone so make sure that they are secured and in place securely

Wires can be trip hazards so make sure cables and wires are not loose and are out of the way or covered with tape

Heights



When working at a height e.g. filming up high the risk is that you could fall. To be safe you should wear safety gear e.g. hard hat and have safety barriers up.

Heavy Equipment

To avoid any injury or back pain you should use the correct lifting technique and lift things with more than one person where needed.

File formats

Video File Formats	• MPG - Compressed file formats • MOV – small file size • MP4 – fast loading online	
Audio File Formats	• MP3 (compressed / small file sizes / good for devices) • AIFF (uncompressed / high quality / Mac only) • WAV (uncompressed / high quality / Windows only)	
Image File Formats	• JPEG (lossless compression; photography) • PNG (lossless compression; photography) • TIF (large file sizes / Posters / high quality printing) • PDF (un-editable/ Documents) • GIF (small file sizes/ Online / web buttons)	

Naming Conventions

- Save work with clear file names and sensible folder structures
- Use version control to show the different versions of work and to show the improvements across the different dated versions e.g. work v01, work v02 and work v03...

Legislation

Intellectual Property	Series of laws e.g. copyright and trademarks that mean that you own the work that you produce
Copyright © Trademarks ™ (logos)	If its published it has copyright protection ‘Published’ includes books, magazines, music, movies, all content on the internet. To use a published resources you must: • Contact the owner • Ask for permission to use it • Often you will need to pay a fee
Copyright - Open licenses (cc)	Some people are happy for their products to be used by others but still want to have some protection. Creative Commons: A license agreement the creator chooses that lets you use that persons resources. However, you will still need to cite the source!
Certification or classification	Different countries have laws on what is allowed to be seen and shown. Certification is the process of informing the audience broadly on the suitability of content. Games and Films: PEGI: fear, violence, online, language BBFC: drugs, sex, horror, bad language



Legislation/Law

Data Protection	A series of UK laws designed to protect individuals and their personal data. Organisations can not collect and keep your personal information without following this law. Everyone has right to view and correct data. <i>Data has to be accurate, for a specific purpose and secure.</i> The company could be fined if they fail to protect your data.
Privacy	People have this right and it should not be invaded
Defamation	Can't say nasty things about someone/an organisation without proof. Libel – written Slander – spoken/verbal

L04 Essays

The last question on the exam will be an essay where you will have to review the suitability of either a script, storyboard, mind map, moodboard or visualisation diagram.

- You need correct spelling and grammar
- You need an equal amount of strengths and weaknesses
- You need to link your strengths and weaknesses to the document and context in the question

Paragraph 1 – Introduction

- What is the documents purpose?

Paragraph 2 – WWW

- What features does it have that should be there?
- Why do these help to suit the products aim and audience?

Paragraph 3 – EBI:

- What features are missing that should be there?
- How does this stop it from being suitable for the brief?

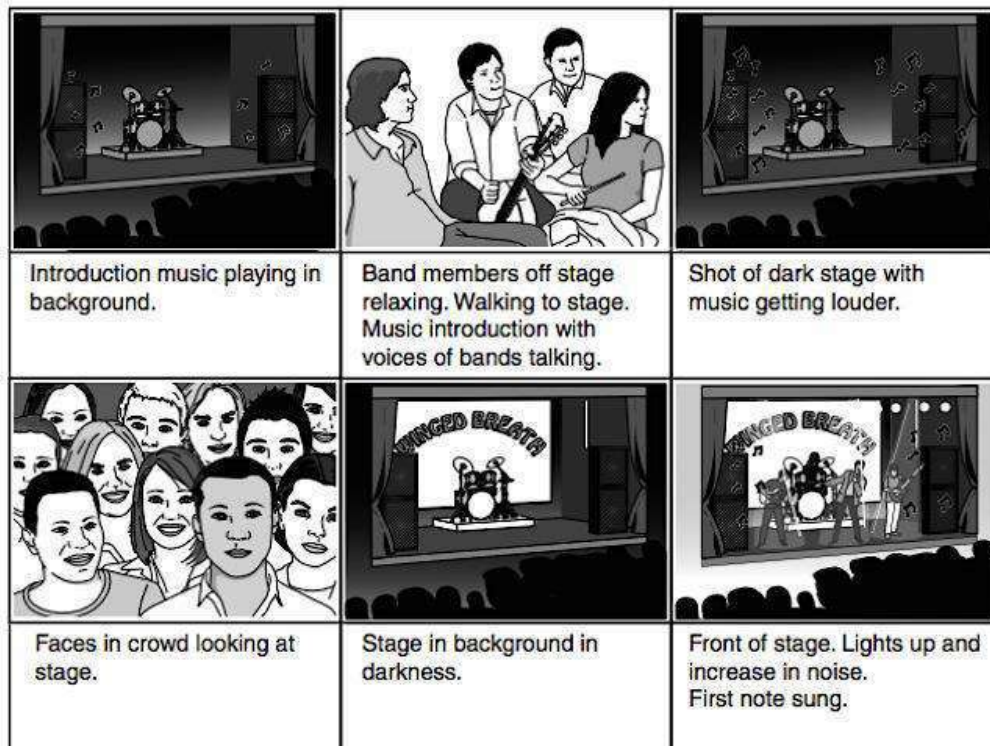
Paragraph 4 – Conclusion:

- Finally – is it suitable or not for it's purpose, client and target audience? Why or why not?

11* Discuss the suitability of the content of the storyboard in Fig. 1. You should include any areas for improvement. [12]

The quality of written communication will be assessed in your answer to this question.

Fig. 1 is the first draft of a pre-production storyboard. This will be the opening sequence of the concert chapter of the DVD.



The purpose of this storyboard is to plan out the opening part of the DVD for Winged Breath.

The storyboard has many strengths for example it has clear images of the scenes to help the producers to visualize what should be happening that suit the rock band genre and theme. The images suit the client and brief as they are of the band, the stage and the rock instruments. It also has descriptions for each scene to add detail to help them, for example scene 1 tells us that background music will play and scene 3 includes the location (stage) and also the lighting (dark). This give the producers and crew the details needed and suit the rock band as music, the stage and darkness and all suitable.

There are also some things that could improve this for Winged Breath and the production crew for example there are not timings on each scene making it hard for them to know how long each one should last. There are also no camera shots or angles so the crew don't know where to place the cameras and what type of cameras to use. To make this even clearer for them they could have scene numbers and direction arrows to just make sure that the crew know the order of the scenes.

Overall, I think this storyboard for the opening chapter of the DVD for Winged Breath is suitable as it introduces the band and the music so the content is all relevant with clear images and descriptions with details such as music, lighting and locations included.

1

Creative iMedia

Cambridge Nationals
Level 1/2

**Media industry
sectors and products**

R093 Pack A

Media industry and product design



PG ONLINE

Objectives

- Know the different sectors of the media industry
 - Traditional media: film; television; radio; print publishing
 - New media: computer games; interactive media; Internet; digital publishing
- Know the types of products produced by, and used in, different sectors
 - Video, Audio, Music, Animation, Multimedia
 - Special effects (SFX, VFX)
 - Digital imaging and graphics
 - Websites, Social media platforms/apps
 - Digital games
 - Comics and graphic novels, eBooks
 - AR/VR

Starter

- Name at least **five** different sectors of the media industry excluding Film and TV



- Film
- TV
- Social Media
- Radio
- Video games
- books

Starter

Answers

- Sectors:
 - Film and Television
 - Radio
 - Print publishing
 - Computer games
 - Interactive media
 - Internet
 - Digital publishing



Traditional media

- **Traditional media** covers industries that started before computers and the Internet
 - Which industries do you think are considered to be traditional media?



Traditional media

- Traditional media includes the following sectors:
 - Film
 - Television
 - Radio
 - Print publishing



Film industry

- Films, movies or motion pictures are usually associated with cinema
 - Images were originally recorded celluloid film, but now are mostly filmed digitally
 - The film industry is a global industry producing everything from small independent films through to Hollywood Blockbusters which employ thousands of people on a film
- What are the three stages in film production?



5 Film production

- The film industry contains film studios and production companies involved in:
 - Pre-production
 - Production
 - Post production



Television and radio

- Television and radio offer users a set of TV and radio programmes
 - These are broadcast to a fixed schedule
 - Television and radio programmes are generally shorter than film, and typically fit into 30 and 60 minute time slots



Print publishing

- The print publishing industry produces physical published products
 - This is a varied industry that makes magazines, brochures, books and posters
 - These are used in advertising, entertainment and education



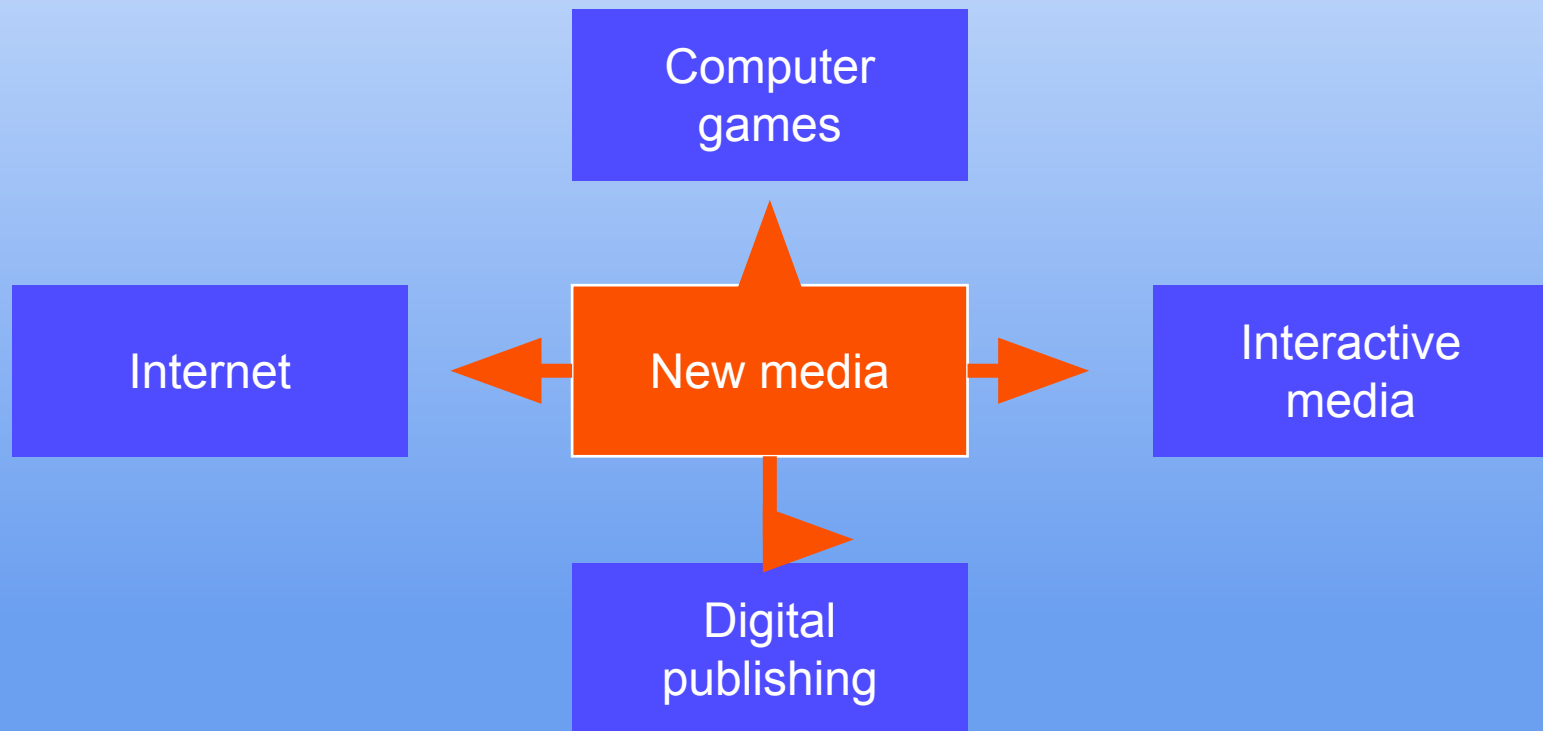
Worksheet 1

- Complete **Task 1** on **Worksheet 1**



New media

- There are four new media sectors you need to know



- Give at least **three** media services that make use of the Internet

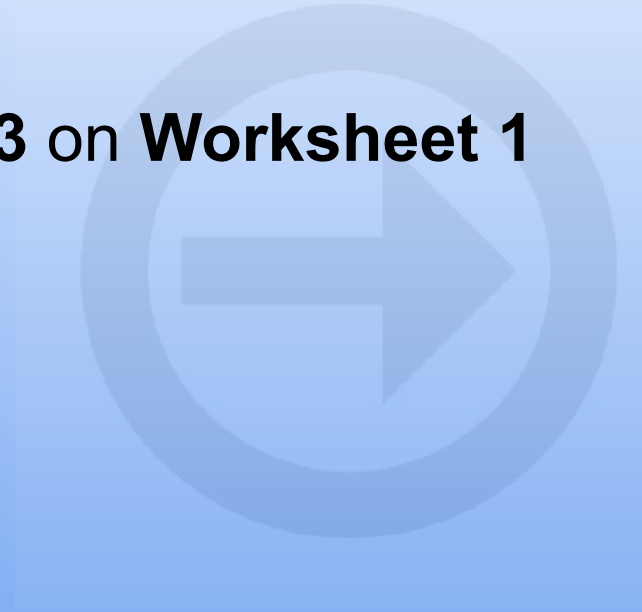
Internet

- The Internet is the infrastructure that hosts services such as:
 - Video streaming apps such as Netflix, Disney+ and YouTube
 - Podcasts and music streaming apps such as Spotify and Amazon Music
 - Social media platforms
 - Websites



Worksheet 1

- Complete **Task 2** and **Task 3** on **Worksheet 1**



Products

- The media industry makes a variety of media products
 - One product is video
- Work in a pair or group of three
 - Write down as many other media products as possible in 30 seconds



Media products

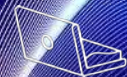
Answers

- Some suggestions include:
 - Video
 - Audio
 - Music
 - Animation
 - Digital imaging and graphics
 - Social media platforms / apps
 - Special effects (SFX)
 - Visual effects (VFX)
 - Digital games
 - Comics and graphical novels



Video, audio and music

- Video as a media product is also known as moving picture
 - It includes television programmes, film and video that is shared via streaming platforms
 - Audio products include sound tracks, sound effects and audio books
- Music products cover bands, solo artists and instrumental music



SFX and VFX

- Two common features used in film and television are:
 - Special Effects (SFX)
 - Visual Effects (VFX)
- What is the difference between these two types of effects?



SFX and VFX

- **Special effects (SFX)** are effects that happen in the **real world** and include:
 - Stunts, props, animatronics, live-action weather such as rain and wind, prosthetics and pyrotechnics
- **Visual effects (VFX)** are created by computers
 - Green screens are often used so that new backgrounds may be digitally added
 - Unwanted items, such as wires may be digitally removed
 - Landscapes can be altered – for instance, a mud track could be replaced with grass

<https://www.youtube.com/watch?v=7rk0279i7vM>



Animation

- Animation make use of a series of drawings or graphics which are rapidly sequenced to show movement
- Techniques include
 - Hand-drawn animation
 - Computer generated animation, such as 3D animation films
 - Stop-motion animation



Digital imaging and graphics

- Digital imaging is the creation of photos, illustration and graphics using computers
 - What hardware is used to take digital images?
 - What software is used to create and edit digital images and graphics?



Digital imaging and graphics

Answers

- Hardware
 - Digital images are created using digital cameras and scanners
 - Personal computers are used to create computer generated digital images
- Software
 - Digital images are edited with software such as Adobe Photoshop, Serif Affinity Photo and GIMP
 - Illustration is created using software such as Adobe Illustrator and Serif Affinity Designer
 - Page layouts are made using desktop publishing software (DTP) such as Adobe InDesign and Serif Affinity Publisher



Websites and multimedia

- Websites contain text, images and graphics and are delivered via the Internet
 - Multimedia products make use of similar media, however, they are delivered via programs installed on computers
 - What media assets are used when making websites and multimedia?



Websites and multimedia

- Media assets used in websites and multimedia
 - Photographs
 - Video / film
 - Sound / audio / music
 - Podcasts / radio
 - More specialised formats will play in dedicated software, such as PDFs for e-books and brochures
 - Graphics for use in buttons, menus and layout



Social media platforms / apps

- Social media platforms allow users to post user generated content such as photos and text
 - These platforms are usually funded by advertising
 - They make heavy use of media such as photos and graphics that layout text and images
- Apps are installed onto smartphones, tablets and smart televisions
 - They include games, shopping navigation, office and work, email and social media apps



AR and VR

- Augmented reality (AR) makes use of real world footage and superimposes digitally created graphics
 - Snapchat - adding overlays onto a user's face
 - Pokemon GO – adding characters to places in the real world
 - Interior decoration – such as IKEA place – allowing furniture and decoration to be added to a room
- Virtual reality (VR) creates an entirely computer generated world



Digital games

- Digital games are designed to entertain
 - They are played on consoles, handheld computers, personal computers and portable devices such as smartphones and tablet computers
 - Some games are also played via the Internet on websites and services such as Google Stadia



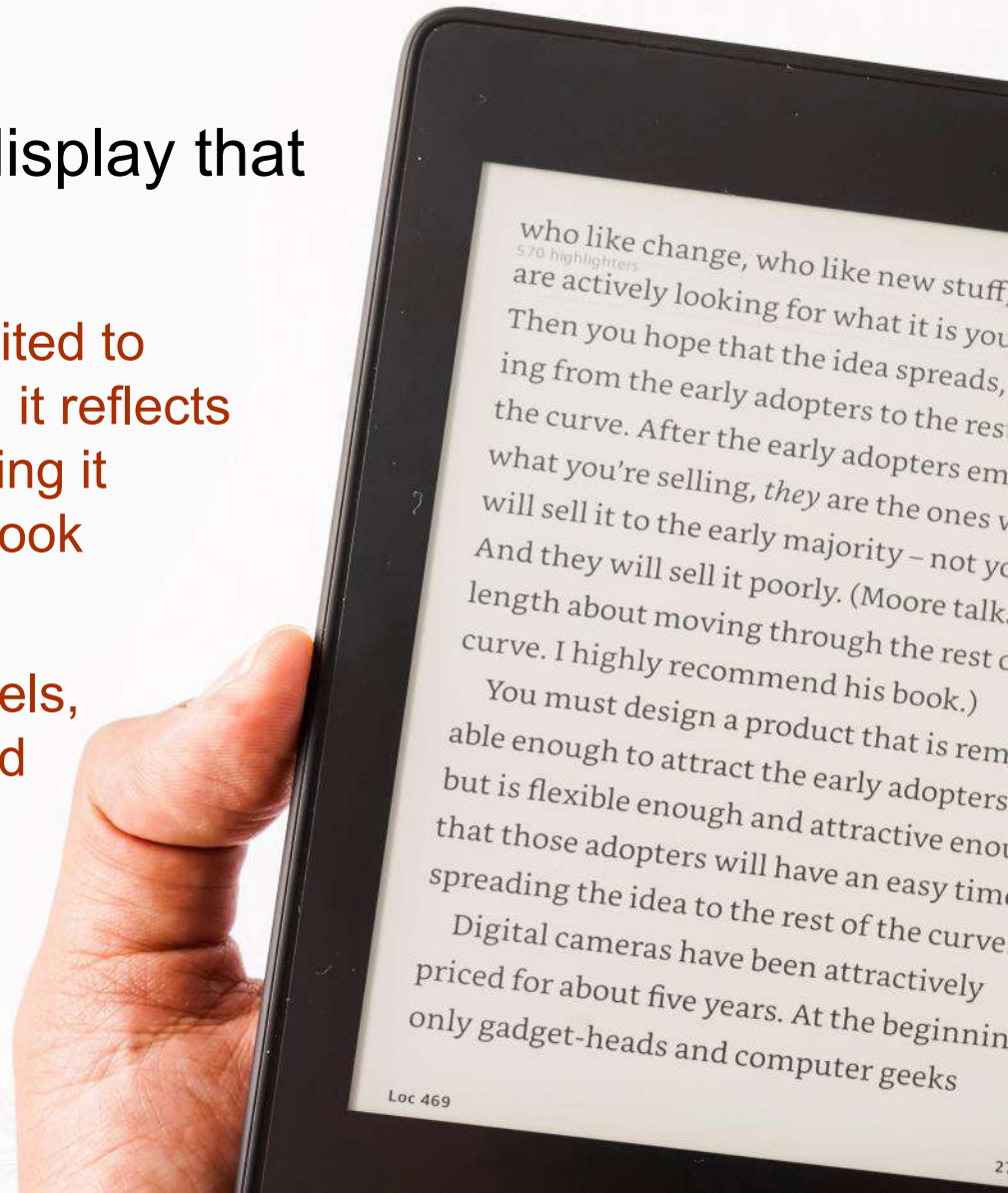
Comics and graphic novels

- Comics and graphic novels are paper based print published products
 - Comics are similar to magazines, whilst graphic novels are like illustrated books
 - Comic strips are often contained in newspapers
 - Whilst graphic novels often have stories aimed at young people, such as superheroes, they may also contain adult themes



eBooks

- e-Books use a special display that uses e-ink
 - The screen is typically limited to black and white, however, it reflects light like a real book, making it work very well to read a book on a sunny beach
 - E-books are suited to novels, however, due to the limited screen capabilities, they don't work well for magazines or heavily illustrated books



Worksheet 1

- Complete **Task 4** and **Task 5** on **Worksheet 1**

Finish Task 5

Think about AR usage for:

1. Driving – what info could be displayed on the windscreen to assist driving?
2. Watching sports – what info could be displayed wearing AR enabled glasses when at a football, hockey etc. match?



Plenary

- A chain of toy shops is creating an advertising campaign to increase sales at their online store
 - Give **two** traditional media sectors that could be used to advertise the online store
 - Give at least **three** media products that they could produce for use on their website



Plenary

- Traditional media sectors for their advertising:
 - Television, radio, print publishing
- Media products for use on their website include:
 - Videos of the toys being used
 - Visual effects (VFX) within videos, such as the toys being rotated, or effects around their logo
 - Background music and sound effects for use in the videos
 - Photos of the products
 - Digital images and graphics for the website's buttons and layout



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2

Creative iMedia

Cambridge Nationals
Level 1/2

Job roles in the media industry

R093 Pack A
Media industry and product design



PG ONLINE

Objectives

- Know the roles in the media industry along with their responsibilities, *including*
 - Creative roles: animator, content creator, copy writer, graphic designer, illustrator, graphic artist, photographer, script writer, web designer
 - Technical roles: camera operator, games programmer/developer, sound editor, audio technician, video editor, web developer
 - Senior roles: Campaign manager, creative director, director, editor, production manager
- Understand where in the roles occur in production
 - Including pre-production, production, post-production
- Understand how the size and scale of projects may mean individuals perform more than one role

Starter

- Discuss with a partner, or small group, roles that you can think of in the media industry
 - Only consider the film and television industries



Starter

- Roles in the film and television industry:
 - Roles on the specification: Script writer, camera operator, sound editor, audio technician, video editor, director, editor, production manager
 - There are many more roles that you may have given such as: producer, casting director, location manager, assistant director, costume designer, makeup artist, director of photography, grip, gaffer, boom operator, visual effects producer, stunt coordinator and composer and many more
 - Next time you see a television programme or film, look closely at the credits at the end to see all the people that helped to make it



Production phases

- **There are three phases in film and television production**
 - Different roles are required in each of the phases
 - Some roles are required in more than one of the phases





<https://www.youtube.com/watch?v=PXIHyhkEY6Y>

Creative job roles

- All jobs in the media industry have creative and technical elements to them
 - More senior roles also have management responsibilities
- Creative roles allow significant opportunities for imagination and original ideas
 - List at least **five** creative roles in the media industry



Creative job roles

- The following are creative job roles given in the specification:
 - Animator
 - Content creator
 - Copy writer
 - Graphic designer
 - Illustrator / graphic artist
 - Photographer
 - Script writer
 - Web designer



Script writer

- A script writer creates a screenplay using either a word processor or specialist screenwriting software
 - This is similar to writing a play in that it shows each of the characters in the film or TV programme and what lines they say
 - Locations are given showing where filming will take place
 - Emotions and some camera shots and movement are also given
 - Script writers work with producers and directors

Pre-production



Production



Post-production



HOUSE - NIGHT

OFFICER
Police! Drop your weapon and
put your hands in the air!

MAN IN BLACK
(Laughing) Do you really
think you're going to stop me?

OFFICER
Don't move, or I'll shoot!

MAN IN BLACK
If you want me, come and get me.

Animator

- **An animator works on animation**
 - This may be 2D or 3D using a computer, hand-drawn or stop-motion
 - They may be working on a full feature film or a cartoon
 - A director will oversee their work
 - There will typically be a team of animators as it is a time consuming process

Pre-production



Production



Post-production



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Copy writer / Content creator

- **A copy writer creates copy (text) that engages, entertains, informs or educates the reader**
- **Content creators create many different media assets**
 - These could include short videos, photographs and images **that are suitable for sharing on social media**
- What do you think a web designer does?



Web designer

- **A web designer is responsible for the look and feel of a web site**
 - They will have strong graphics and design skills
 - They will need a good understanding of web languages such as HTML and CSS, but they often will work with a web developer who does the actual coding



Worksheet 2

- Complete **Task 1** and **Task 2** on **Worksheet 2**



Technical roles

- There are many technical roles that are required in both production and post-production
 - In a pair, list as many technical roles as you can think of that are involved in the visual and audio components of a film



Technical roles

- The following technical roles are given on the specification and apply to film production:
 - Camera operator
 - Sound editor
 - Audio technician
 - Video editor
- You also need to know the following technical roles that apply to website and games production
 - Games programmer / developer
 - Web developer





<https://www.youtube.com/watch?v=8fGLb9vaugU>



Camera operator

- **Camera operators will work under the Director of Photography (DoP)**
 - They are responsible for operating the camera equipment
 - Camera operators may use a tripod, track and dolly or create hand-held shots
 - They also work with a 'grip' who will move camera equipment
- What do you think a video editor does?

Pre-production



Production



Post-production



PG ONLINE

Video editor

- **A video editor takes all the different footage from filming, selecting the best shots and putting them together**
 - Remember that filming often occurs out of order
 - The video editor puts all the scenes into the correct order
 - They work closely with the director to create the final cut

Pre-production



Production



Post-production



Audio and sound

- **An audio technician will be responsible for microphone set up and recording sound**
 - An audio technician works in the production phase of a project
 - A sound editor will later edit the audio in post-production
- What does a games programmer and web developer do?



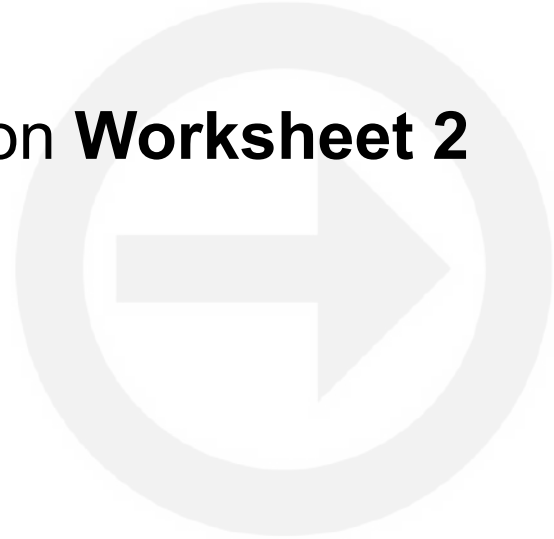
Games and websites

- A key role in games production is a **games programmer or developer**. They write the computer code for the game that controls objects that appear on the screen and how the player interacts with them
 - More specialist roles may be responsible for programming artificial intelligence (AI) or physics programming for bounces and collisions
- A **web developer** writes the computer code for a website

```
function Plugin(option) {  
  return this.each(function () {  
    var $this = $(this)  
    var data = $this.data('bs.  
    var options = $.extend({}, Col  
    option == 'object' && option)  
  
    if (!data && options.toggle && /  
      false  
    if (!data) $this.data('bs.collaps  
    )  
  })  
}
```


Worksheet 2

- Complete **Task 3** and **Task 4** on **Worksheet 2**



Senior roles

- The director oversees the creative direction of a production
 - They work in all stages of production from storyboarding to film crew and actors then editors in post-production
 - Name **two** other senior roles

Pre-production

Yes

Production

Yes

Post-production



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Senior roles

- For the specification you need to be aware of:
 - **Production manager** – responsible for coordination between different departments. May be responsible for scheduling and budgets
 - **Editor** – in print and digital publishing an editor will be responsible for deciding the content that will be published in books, magazines or newspapers. They may alter the tone or structure of copy or decide on the images and titles to be used
 - **Creative director** – they head up a creative team, lead the strategy and look of a design project. This position is often seen in TV, film and games production and graphic design.
 - **Campaign manager** – responsible for planning and managing marketing campaigns



Size of project/production

- The size of a project or production will affect the number of people that are involved
 - It is possible for one person to carry out many different roles on smaller productions
 - For instance, a broadcast radio journalist may be responsible for recording and editing their own interview if budgets are low
 - By contrast, the average film has around 300 people involved in many different roles



Worksheet 2

- Complete **Task 5** on **Worksheet 2**



Plenary

- An episode of a television soap opera is being produced
- Work in pairs to give at least six roles that would be involved in the production
 - Consider creative, technical and senior roles



Plenary

- Some suggestions for roles based on those you need to know in the specification:
 - Creative roles: script writer
 - Technical roles: camera operator, sound editor, audio technician, video editor
 - Senior roles: director, production manager
- There are many other roles than this that you may have mentioned



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3

Creative iMedia

Cambridge Nationals
Level 1/2

**Purpose, style,
content and layout**

R093 Pack A
Media industry and product design



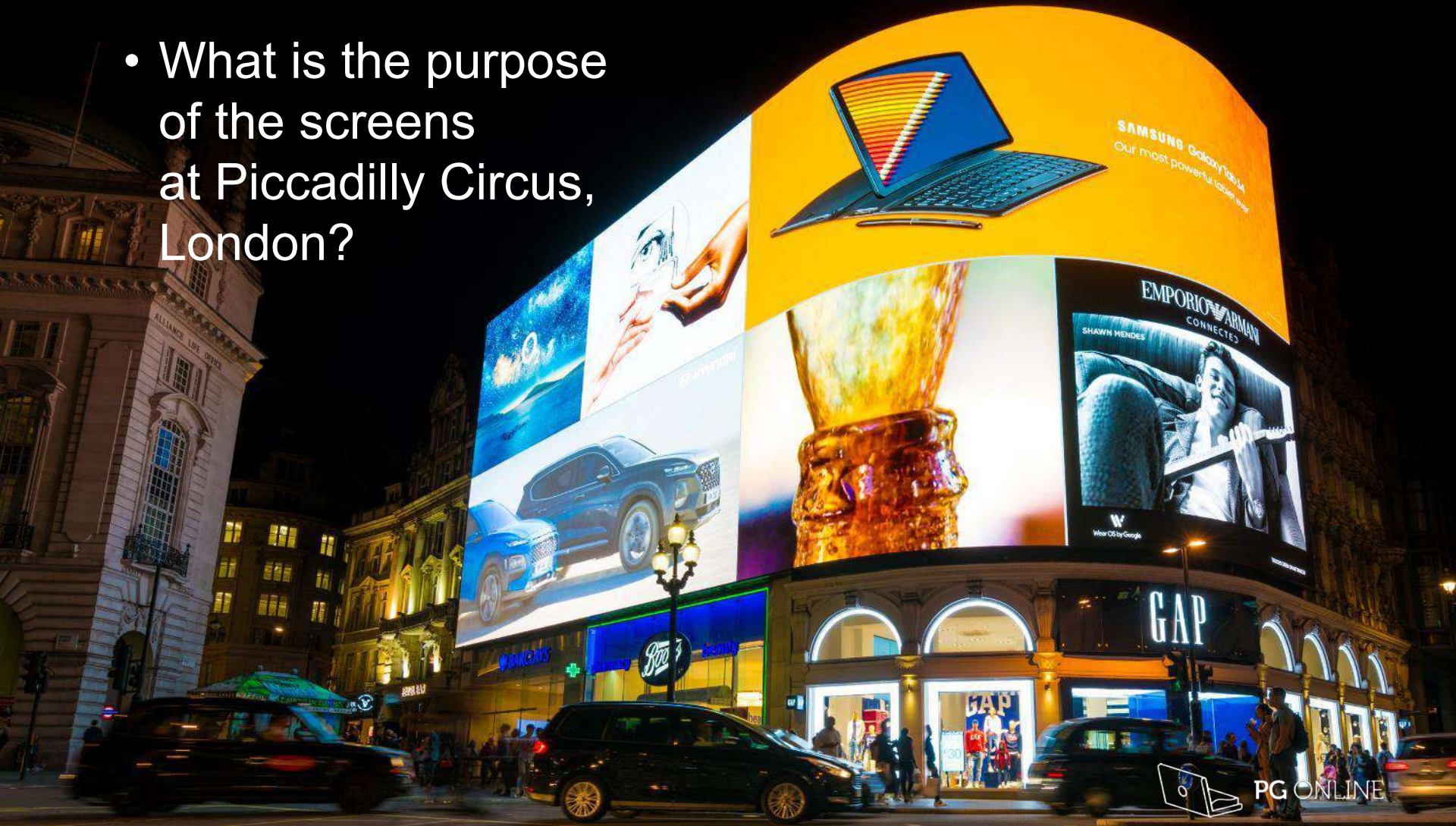
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Objectives

- Know the different purposes of media products including:
 - Advertise/promote, educate, entertain, inform, influence
- Understand how the style, content and layout are adapted to meet each purpose including:
 - Colour
 - Conventions of genre
 - Formal/informal language
 - Positioning of elements
 - Style of audio representation
 - Style of visual representation
 - Tone of language

Starter

- What is the purpose of the screens at Piccadilly Circus, London?



Starter

- The most common purposes for the screens are:
 - To **advertise**
 - To **promote** brands
- Media is used for other purposes, such as:
 - To entertain
 - To educate
 - To inform
 - To influence



Educate and inform

5 minutes

- One purpose for media products is to educate or inform people. For instance:
 - A website for a new smartphone may **inform** customers with a technical specification
 - A cereal packet will **inform** customers about nutritional information
 - A news broadcast will inform viewers and listeners about prominent events
 - A textbook will **educate** students about a subject
 - An instructional video will **train** people



Nutrition Facts	
Serving Size 1 Box (34g)	
Amount Per Serving	
Calories 130 Calories from Fat 0	
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 30g	10%
Dietary Fiber less than 1g	3%
Sugars 12g	
Protein 2g	
Vitamin A 10%	Vitamin C 10%
Calcium 0%	Iron 25%
Vitamin D 10%	Thiamin 25%
Riboflavin 25%	Niacin 25%
Vitamin B ₆ 25%	Folic Acid 25%
Vitamin B ₁₂ 25%	

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Nutrition Facts	
Serving Size 1 Box (27g)	
Amount Per Serving	
Calories 100 Calories from Fat 10	
% Daily Value*	
Total Fat 1g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 125mg	5%
Total Carbohydrate 24g	8%
Dietary Fiber 3g	10%
Sugars 12g	
Protein 1g	
Vitamin A 8%	Vitamin C 20%
Calcium 0%	Iron 20%
Vitamin D 8%	Thiamin 20%
Riboflavin 20%	Niacin 20%
Vitamin B ₆ 20%	Folic Acid 20%
Vitamin B ₁₂ 20%	Zinc 8%

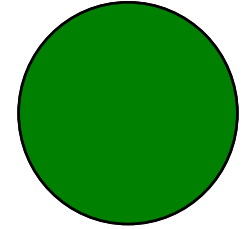
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Nutrition Facts	
Serving Size 1 Box (27g)	
Amount Per Serving	
Calories 100 Calories from Fat 10	
% Daily Value*	
Total Fat 1g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 125mg	5%
Total Carbohydrate 24g	8%
Dietary Fiber 3g	10%
Sugars 12g	
Protein 1g	
Vitamin A 8%	Vitamin C 20%
Calcium 0%	Iron 20%
Vitamin D 8%	Thiamin 20%
Riboflavin 20%	Niacin 20%
Vitamin B ₆ 20%	Folic Acid 20%
Vitamin B ₁₂ 20%	Zinc 8%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Entertain

5 minutes



- Entertainment is a very common purpose for media products
 - This is the primary purpose of the majority of films produced
 - A large proportion of television is created to entertain, including drama, sport and comedy
 - Live shows of bands, and other performing artists will make use of audio technicians, special effects, such as pyrotechnics, lighting and video to enhance the experience for the audience



PG ONLINE

Influence

- The objective of many adverts is to influence the behaviour or choices of viewers or listeners
- Other media products that aim to influence include:
 - Video of influencers reviewing and using products
 - Leaflets, posters and television adverts by government health departments to change behaviour



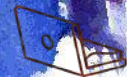
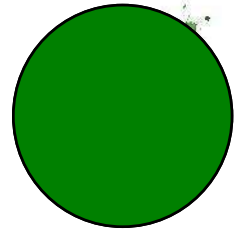
Worksheet 3

- Complete **Task 1** on **Worksheet 3**



Colour

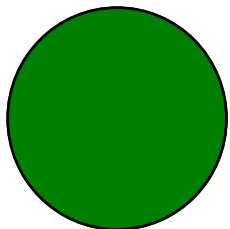
- Colour helps in achieving a specific purpose for media products. For example:
 - Colours have meanings – such as red for stop or error – this is useful when showing errors on web pages
 - Colours may give a warm or cold feeling – so blues may work when selling a fridge, whilst orange and reds may work well for a heating company
 - Colours have associations – for instance, green is associated with nature, the environment and money



Conventions of genre

- Different products have different conventions in how they are designed
- For instance, Blu-ray Discs will have a BBFC rating on their spine
 - What other conventions are used on the spine of a Blu-ray Disc?
 - What conventions are used on the front and back cover and the disc itself?

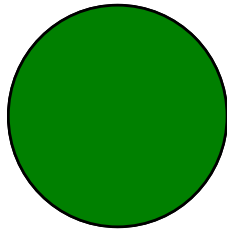
5 minutes



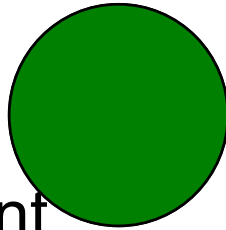
Conventions of genre

- Some typical conventions for the spine include:
 - The title of the film / TV series (with the top of the text at the right of the spine)
 - The Blu-ray logo at the top or bottom
 - Often the Irish Film classification is given in addition to the BBFC one
- Typical conventions for the covers include:
 - Title of the film
 - Photos of actors and scenes from the film
 - A description of the film
 - Key actors and crew, technical information

5 minutes



Positioning of elements



- The positioning of elements in a design is important in it achieving its purpose
 - The mini cereal boxes shown have the purposes of informing customers which cereal is in the box and enticing them
 - Each box positions the name in the top right
 - Illustrated characters are placed on the left
 - A photo of the cereal is placed centre right
 - Nutritional information is at the bottom

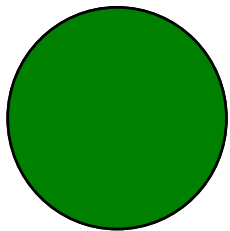


Adapting style for a purpose

- Larger cereal boxes aim to also influence customers to choose them over other options
- They are also able to give more information with the larger packaging size

- How has the style and layout been customised for the larger box?

5 minutes



Adapting style for a purpose

Answers

- Adaptations include
 - The Kellogg's logo is larger across the top to increase brand recognition
 - The slogan "THEY'RE GR-R-REAT!" has been added
 - More of the character and cereal are shown
 - An additional illustration has been added to highlight that it is suitable for vegetarians
 - The text "made from REAL GRAIN" has been added to help persuade that it is healthier than some customers may think
 - An illustration of wheat and sunshine has been placed below the Kellogg's logo to again persuade it is healthy

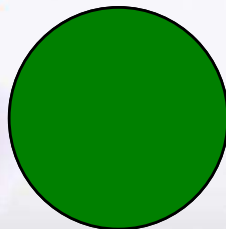


Visual and audio style

- The style in which graphics, video, photos, or sound is used is important
 - Different styles evoke different emotions and feelings from an audience
 - The image on the right is for a magazine article about healthy eating. The image on the left is from a fast-food menu
- How does the visual style help with the purpose?



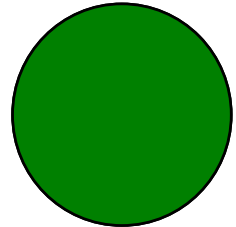
5 minutes



Visual style

Answers

5 minutes



- The right image encourages healthy eating by:
 - A **carefully stylised photograph** with healthy berries and dried fruit
 - **Appealing colour** is added through the berries and mint leaves
 - A wooden board is used to give an **authentic and natural look**
- The left image encourages and informs the contents of the menu item by:
 - Isolating the menu item clearly against a **white background**
 - Showing a **perfectly cooked and constructed burger**
 - Having **all items** (including lettuce, cheese, tomato, pickles and onion) **clearly displayed**



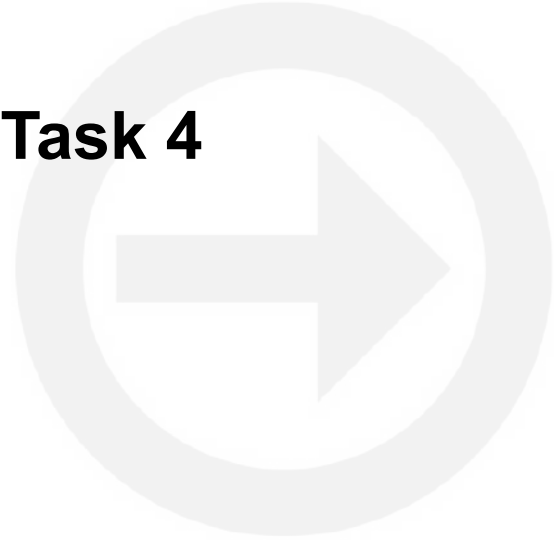
Formal/informal language

- The type of language used in media products changes depending on the type of product and purpose. For instance:
 - A documentary will typically use formal language
 - A soap opera will use informal language, or language appropriate to each character



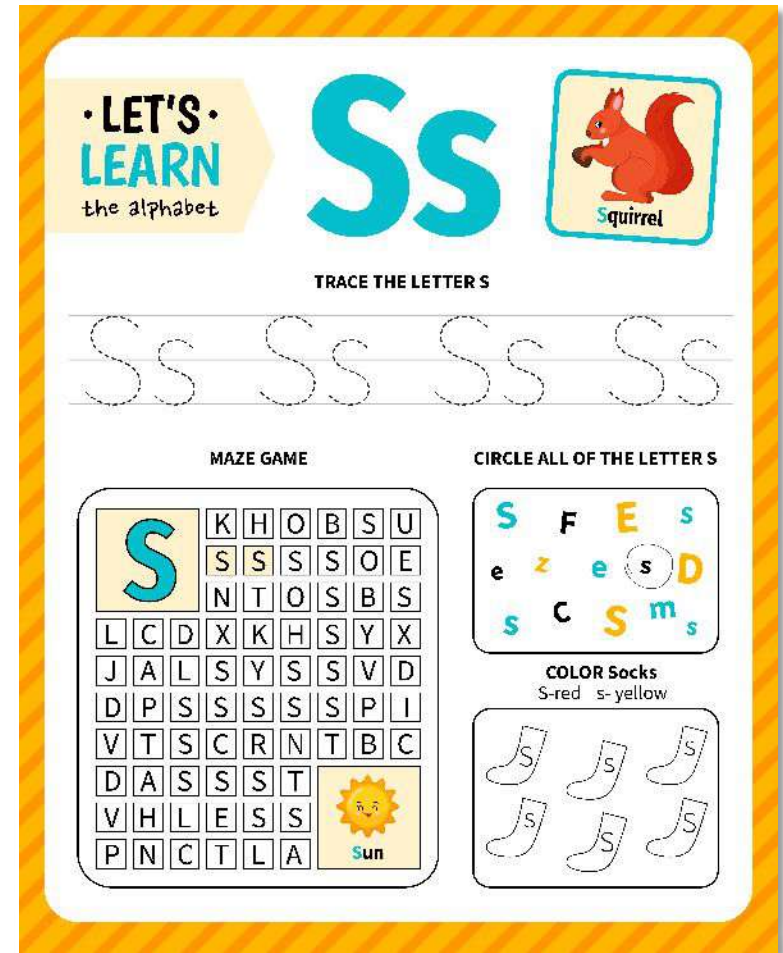
Worksheet 3

- Complete **Task 2**, **Task 3** and **Task 4** on **Worksheet 3**



Plenary/Starter

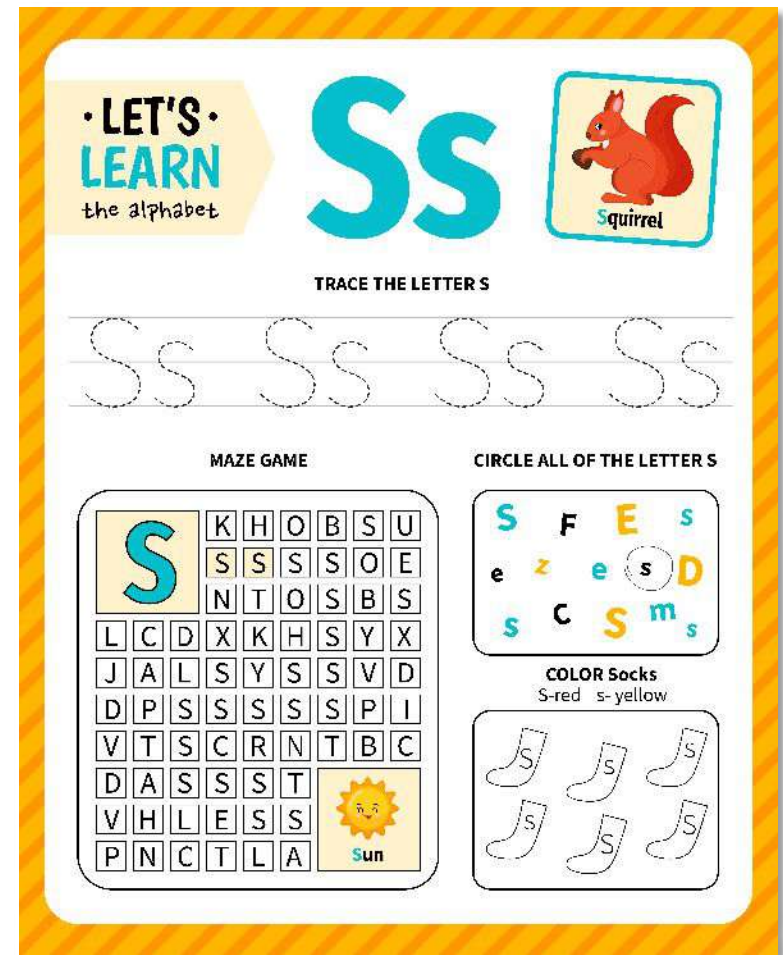
- Look at the page of a children's workbook
- Using the software of your choice to write your answer
 - Give the **purpose** of the media product
 - Discuss the style, content and layout that has been used



Plenary

Answers

- Purpose:
 - To educate
- Style, content and layout
 - Bright colours have been used that are appealing to children
 - Symmetrical positioning of the elements
 - Simple language for children beginning to read and write
 - Simple style of illustration



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4

Creative iMedia

Cambridge Nationals
Level 1/2

Client requirements and audience

R093 Pack A

Media industry and product design



PG ONLINE

Objectives

- Interpret and understand requirements contained in client briefs including:
 - Type of product, purpose, audience, client ethos, content, genre, style, theme, timescales
- Know the different ways in which client briefs are communicated, including:
 - Commission, formal/informal, meeting/discussion, negotiated, written
- Know the different categories of audience segmentation, including:
 - Age, gender, occupation, income, education, location, interests and lifestyle

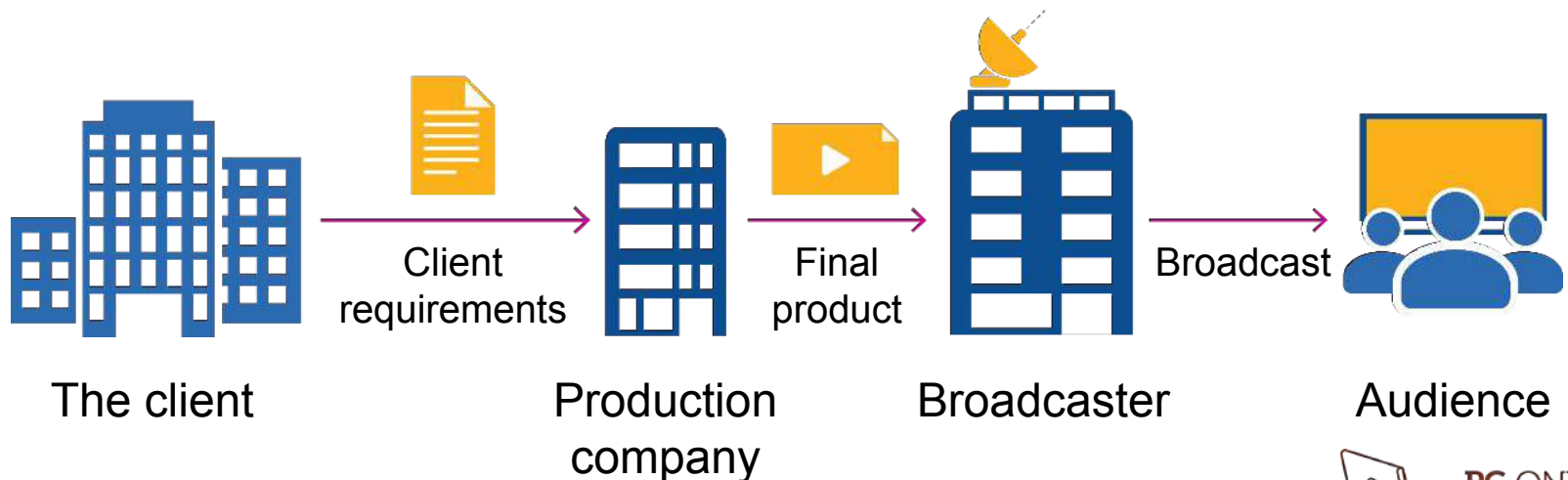
Starter

- Think of an advert recently you have recently seen on TV or a streaming service
 - Who was the audience of the advert?
 - Who was the client of the advert?
 - What was the purpose of the advert?



Who is the client?

- A **client** is the company, charity or person who **commissions** a product such as an advert, TV programme or film to be made
 - The below diagram shows some of the companies involved in making an advert to for a TV audience
 - What might be contained in the client requirements?



Client requirements

- The client requirements will normally include the following:
 - The **type of product** that needs to be made
 - The **purpose** the end product is being made for
 - The target **audience** for the product
 - The **client ethos**
 - The **content** that needs to be in the product
 - Any **theme** that needs to be used
 - The particular **genre** of product that is being produced
 - The **timescale** that is available to make the product
 - The **style** that the product needs to take



Client ethos

- Each company has their own ethos or values
 - These guide their vision and direction
 - They will also guide the products and services that they create
- It is important that marketing media products such as advertisements reflect the client ethos and values
 - Consider Apple. One of their values is:
“We believe in the simple, not the complex.”

How do you think their products achieve this?

“We believe in the simple, not the complex.”



<https://www.youtube.com/watch?v=D5R-TaU9cZU>

Client ethos

- How Apple products are simple rather than complex:
 - Mice often only have one button not two
 - Smart phones have very few buttons – typically, on/off and volume. All other buttons are virtual on the screen
Compare this with the most popular phone BlackBerry when Apple launched their first Smartphone
 - Icons on Apple phones/tablets are large and evenly spaced out
 - Screens are changed by swiping
 - Fingerprint and facial recognition to log in
- ...and many more...



Worksheet 4

- Complete **Task 1** on **Worksheet 4**



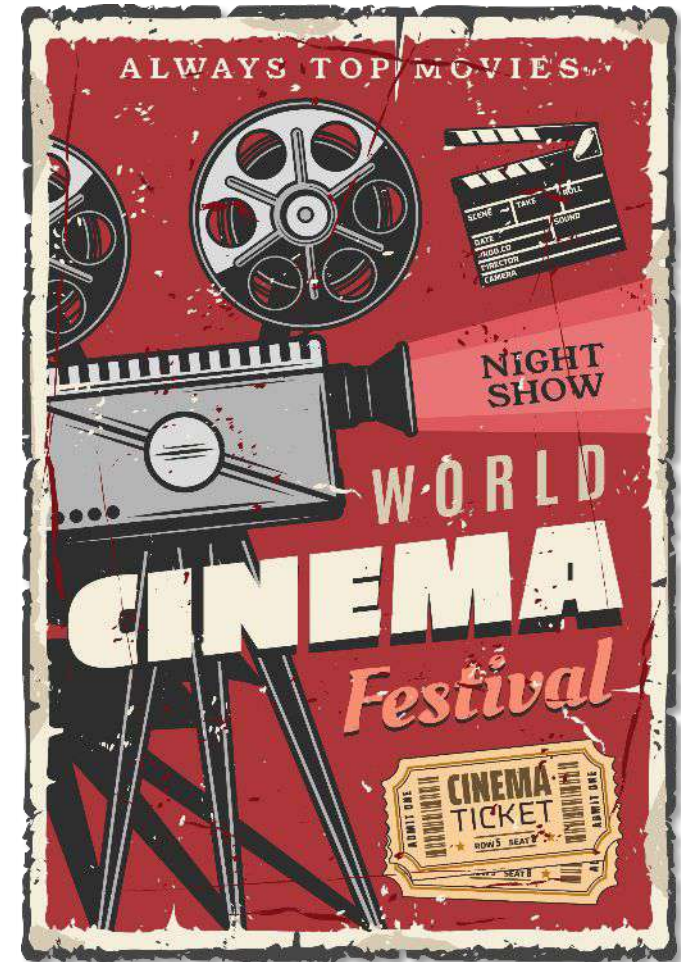
Purpose

- In advertising the purpose of the product is to:
 - Sell more products
 - Increase charity donations
 - For government advertising, to increase public awareness
- Many adverts will try to achieve their purpose by using emotions
 - What is the purpose of an advert you have recently seen?
 - What emotions does it use?



Product and content

- There are many types of product that can be produced such as:
 - Print such as magazines and posters
 - Video
 - Film
 - Audio and music
- Content may be dictated by requirements
 - For example, a film may need to be based on a novel



Genre

- There are many genres that exist for different types of product
 - Film genres include: Comedy, Action, Drama, Thriller, Science Fiction and Documentary
- What genres exist for the following?
 - Computer games
 - Music
 - Podcasts
 - Magazines



Genres

Answers

- Suggested genres include:

Computer games	Music	Podcasts	Magazines



Style

- Most companies will have a house style or brand guidelines that need to be followed and may include:
 - A specific set of colours and their hex code or pantone reference
 - Which font and sizes can be used
 - How to use slogans
- Brand guidelines will also show how a company's logo can and cannot be used
 - What uses might not be allowed?

Logo clearspace



Because our logo is precious to us, it is important to give it space to breathe and stand out. This tells people that we are proud of our Company and we

The area of isolation is a simple guide to show the very minimum space we should allow around the logo. The 'e' height has been used as the

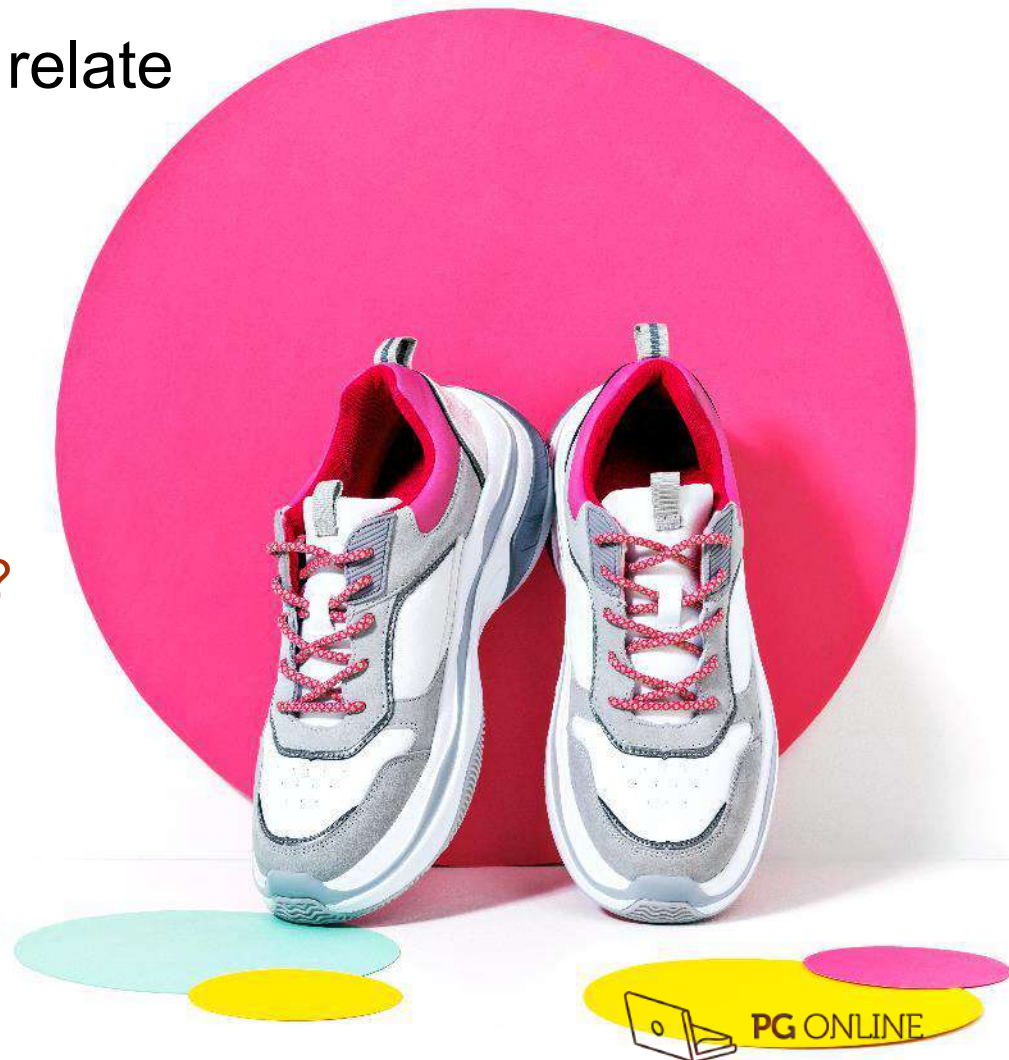
Logo usage

- Some uses that a brand guideline may not allow include:
 - Distorting the logo
 - Changing the colour of a logo
 - Moving parts of the logo around
 - Using the text without the graphic
 - Allowing the logo to be too close to other objects
 - Producing the logo too small



Theme

- A particular theme may relate to a product line
- Think of a clothing, shoe or trainer brand
 - What themes do they incorporate in their products and advertising?



Timescales

- A timescale will be specified for both pre-production and product production
 - This will need to take into account how long the client requirements will take to achieve
- A deadline may be set for the final product. Some examples when this is needed include:
 - The deadline for the release of a film
 - A TV soap opera that is to be broadcast in a certain slot
 - An advert that needs to reach a magazine ready for the printers



Target audience

- The target audience are the particular types of people that a product is aimed at
 - Companies will use research to find out what kind of people will be most interested in their product
 - Audience segmentation may be made by categories such as interests, income and location
 - What other categories could be used?



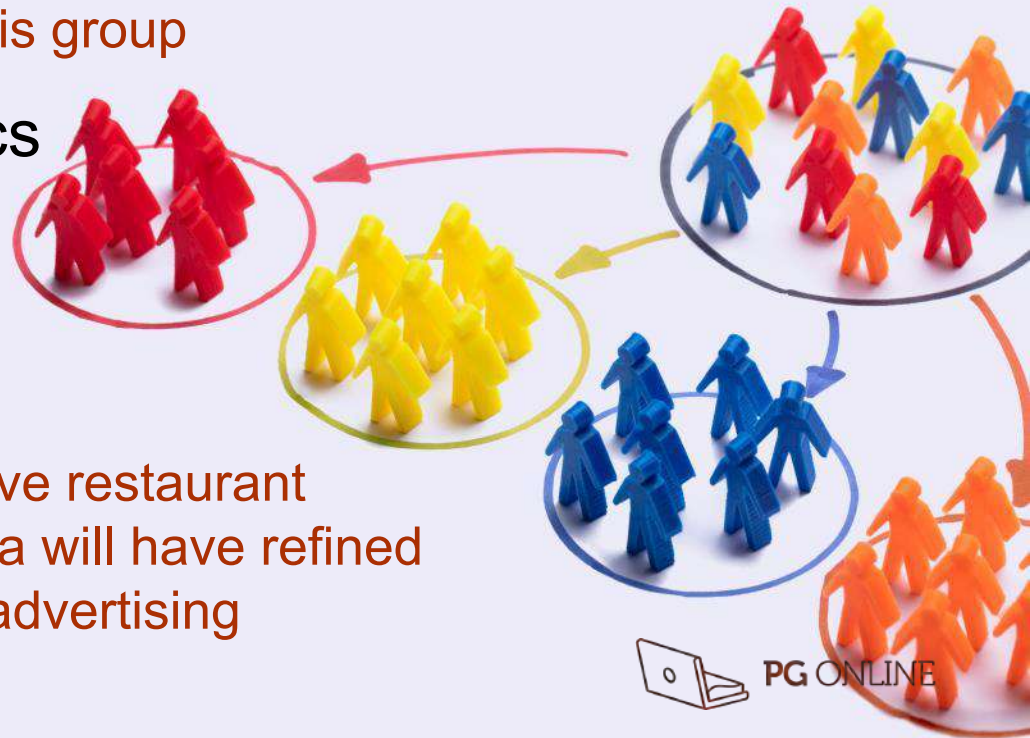
Segmentation categories

- Other categories of audience segmentation include:
 - Age
 - Gender
 - Occupation and income
 - Education
 - Location
 - Interests and lifestyle
- Give an example of an advert, film, TV programme or music type that is aimed at one of these categories of audience segmentation



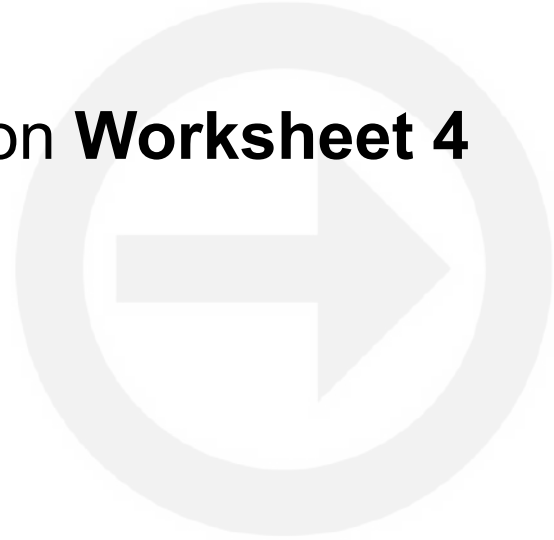
Segmentation benefits

- It is important to segment audiences so that a product is able to focus on a particular audience
 - If a product is aimed at people who are 40-60 years old, this would enable an advertiser to build a television advert that focuses on this group
- Audience characteristics influence the design and production of media products
 - For instance, an expensive restaurant located in an affluent area will have refined menus and use elegant advertising



Worksheet 4

- Complete **Task 2** and **Task 3** on **Worksheet 4**



Client discussion

- In advertising, **discussions** and **meetings** between the client and the advertising agency will take place to understand the client brief and requirements
 - Once a script or visualisation diagram has been produced it will be reviewed to ensure the brief has been fully met
 - A detailed and formal presentation will be given before production begins



Briefs and specifications

- A brief or specification will clearly outline the client requirements for the finished product
 - *A designer or art director should ensure that their interpretation of the brief is correct and is appropriate for the target audience*
 - *A number of versions or iterations will be discussed with the client*
 - *Client briefs will usually be written documents, but some less important aspects may be informally discussed*
 - *Negotiation may be required if a client's budget is not sufficient for their expectations*
 - *Give **four** items that may be included in a client brief*



Briefs and specifications

Answers

- The following are likely to be included as part of the client requirements in either a client brief or specification:
 - The purpose of the product
 - The target audience
 - What type of product is required
 - An outline/idea of the content for the product to be made
 - The deadline for the project
 - Any brand image, house style or themes that need to be incorporated



Historical game graphic

Answers

Midnight Games specialises in educational game simulations. Its latest series of games, 'History of the Isles', focuses on the history of the British Isles. Each game is set in a different period of British history. The games have a PEGI rating of 12.

You work for the Midnight Games company as part of the graphic design team. Each member of the team has been asked to create a unique graphic for one of the different historical periods. These graphics will be pitched to the management team who will select the best time for use with 'History of the Isles'.

The graphics will be used in the games as a holding screen to show the level is loading. They will also be used on printed material used to promote the new games.

You must create a static graphic for **one** of the following historical periods:

- Roman Britain
- Medieval Britain
- Victorian Britain.

Your graphic must reflect the historical period chosen.

Midnight Games wants the 'History of the Isles' games to have an eye-catching visual identity. The visual identity will be used to help promote the games. It must also be used within the graphic.

The company name, Midnight Games, and the slogan, 'Welcome to these lands. Fortune favours the brave.', must be included within the visual identity and/or the graphic.

You **must** produce the following for Midnight Games:

- An original visual identity
- A graphic for print that uses the visual identity. The size of the printed product will be A5 paper size.
- A graphic for the level loading screen using the same graphic that was used for the printed product resized to 3840 × 2160 pixels.

Case Study: Jet2Holidays

- Jet2holidays sells package holidays and flights to over 12 million customers per year
 - They are the client of the Home advertising agency
- For the last two years, Home has designed adverts with the 'Hold my hand' concept
 - What is the purpose of this advert?
 - Who is the advert aimed at?

<https://www.youtube.com/watch?v=GNBZQfo2d2Y>



Purpose and audience

- The purpose of the 'Hold My Hand' theme:
 - Make people feel inspired
 - Show many 'magical holiday moments'
- How so they achieve this?
 - Uplifting sound track, lots of energy/experiences are shown
- Different adverts were made to show the experiences of different audiences such as:
 - A young boy holding a parents hand for a family holiday
 - A 'younger couples' version with a young man and woman
 - A 'couples' version with an older man and woman



Worksheet 4

- Complete **Task 4** on **Worksheet 4**



Plenary

- Think of an advert recently on a billboard or in a magazine
 - Who was the client of the ad?
 - Who was the audience of the ad?
 - What was the purpose of the ad?



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5

Creative iMedia

Cambridge Nationals
Level 1/2

Research

R093 Pack A

Media industry and product design



PG ONLINE

Objectives

- Understand the reasons for, and benefits of, conducting research
- Understand how research is carried out
- Primary research methods
 - Focus groups; interviews; online surveys; questionnaires
- Secondary research sources
 - Books and journals; internet sites/research; magazines and newspapers; television
- Understand research data including:
 - Qualitative and quantitative information

Starter

- 'You can leave school at 16'
- How could you research this fact to see if it's true?
 - What sources could you use?



Sources

- Sources that could be used include:
 - Newspapers, magazines, school correspondence, websites, books, interviews with people in the government, news TV or radio broadcasts
- The government website says that in England:
 - 'You can leave school on the last Friday in June if you'll be 16 by the end of the summer holidays.'
 - After this, until 18 you must be in full-time education, an apprenticeship or traineeship or part-time education or training if you work or volunteer for at least 20 hours a week



Media use of sources

- Facts are used in many types of media including:
 - Advertising
 - News and current affairs
 - Documentaries
- A source will be used to back up any facts
 - This source should be reliable
 - A second source should be used to verify each fact



Primary sources

- Primary sources gives first-hand information on a topic
- They include:
 - Face to face Interviews
 - Online surveys you carry out yourself
- What other primary sources are there?



Primary sources

- Other primary sources include:
 - **Focus groups**
 - **Questionnaires**
 - Original photographs and news footage
 - First-hand accounts (e.g. for a newspaper report)
 - Polls
 - Face to face
Interviews
 - **Online surveys** you
carry out yourself



Interviews

- Interviews are used to gather information to present to listeners, viewers or readers
 - A conversation between a journalist and politicians, experts or celebrities to get their original words, first hand
 - News broadcasts may also ask members of the public what they think of something, in what is known as a Vox Pop



<https://www.youtube.com/watch?v=My79-sC7oDU>



Focus groups

- A focus group is made up of carefully selected participants who reflect the target audience
 - They participate in a planned discussion
 - This helps to give their views and respond to each other
- Focus groups may be used in:
 - advertising to find out desirable features or reaction to a product
 - politics to hear the response to different policies



Online surveys

- Online surveys are a way of taking the opinions of a sample of people from a population to find information out about them and their opinions
 - Online surveys are completed via websites or apps
 - A series of questions are asked which are then analysed by a computer program
- Discuss how survey results can be used in advertising



Video footage and photos

- Video footage and photos of real events are primary sources and are often used for:
 - Politicians' statements and comments
 - What is happening in a war or conflict
 - Business leaders' views
 - What celebrities say or do



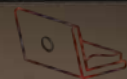
Worksheet 5

- Complete **Task 1** on **Worksheet 5**



Secondary sources

- Secondary sources have second hand information
 - They will have had interpretation or analysis of the original information
- Two examples of secondary sources are:
 - Books
 - Journals
- Name **three** other examples



Secondary sources

- Some further examples of secondary sources include:
 - Internet sites
 - Magazines and newspapers
 - Television



Books and journals

- Books such as a history or English textbook will analyse and interpret from other primary or secondary sources
 - For instance, a history book may give an interpretation of a battle based on primary evidence such as diary entries and letters
- Academic journals contain papers based on research by experts such as doctors and professors
 - Peer-reviewed papers will have been checked by other experts



Magazines and newspapers

- Magazines and newspapers often have articles that reuse, analyse or comment on other primary source
 - This makes many articles secondary sources
- However, if original photos or an interview is given, then this would be a primary source
 - Do you believe everything in a magazine or newspaper?
 - How could you check the validity of it?



Internet websites

- It depends which website you visit as to whether it is a primary or secondary source
- For each of the following examples, are they primary or secondary?
 - A video showing a person as they are rescued from a river
 - A newspaper article that talks about the performance of a football team
 - An magazine article that describes a new games console



Internet websites

- A video showing a person as they are rescued from a river:
 - A primary source – it shows the original footage
- A newspaper article that talks about the performance of a football team:
 - A secondary source – the article is an interpretation or analysis of how the team is performing
- A magazine article that describes what a reviewer thinks of a new games console:
 - A secondary source – it contains opinion and interpretation of the new console



Reliability

- Until 2007, Colgate advertised its toothpaste saying
“80% of dentists recommend Colgate toothpaste”
- What is the maximum percentage of dentists that could have recommended a different brand?



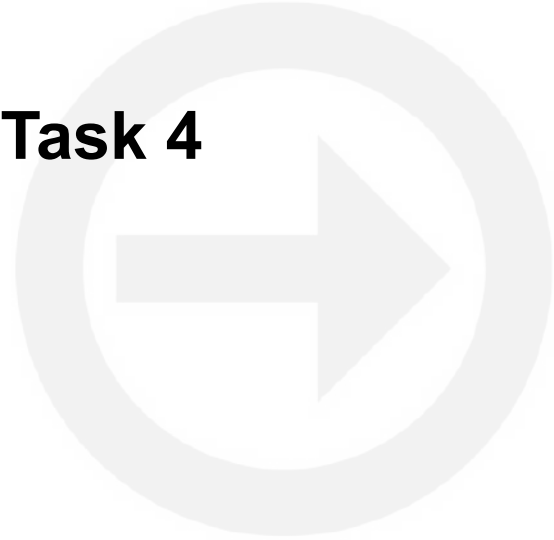
Reliability

- Not 20%!
- Colgate carried out primary research using a survey that asked dentists which toothpastes they would recommend
 - The survey allowed dentists to tick more than one option
- Another competitor brand had almost as many dentists recommending it
 - The claim was confusing so the Advertising Standards Authority banned the advert



Worksheet 5

- Complete **Task 2**, **Task 3** and **Task 4** on **Worksheet 5**



Quantitative vs qualitative data

- Quantitative data is data that can be measured (think quantity) for example:
 - 93% of customers are happy
 - The average number of goals in a game was 3.18
- Qualitative data describes the quality of something for example:
 - Many customers were unhappy with the quality of food saying it seemed bland, tasteless and underwhelming
 - Customers loved the new ride calling it incredible, scary and a real rush



Plenary

- Work in a pair
 - Think of an TV programme, video, or website you have recently seen or read which contained facts or opinions
 - Was it a primary or secondary source for information?
 - Explain your choice



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6

Creative iMedia

Cambridge Nationals
Level 1/2

Media codes

R093 Pack A
Media industry and product design



PG ONLINE

Objectives

- Know the different media codes used in media
 - Technical
 - Symbolic
 - Written
- Understand the ways that meaning, impact and engagement are created using:
 - Audio (dialogue, music genre, silence, sound effects, vocal intonation)
 - Colour and graphics
 - Typography (emphasis, font size, font types)
 - Animation and interactivity
 - Mise-en-scène
 - Transitions

Starter

- The background is used as an image in a magazine
- What do you think the image is about?
 - Give reasons why you think this

Starter

Answers

- This image is most likely for a wedding or marriage related story or advertisement
- People predict this from symbols (symbolic codes) that are used in the image:
 - Gold rings are commonly used in marriages
 - Two rings together make this symbol stronger
 - White is used as a symbol of purity, and a very common colour for weddings and wedding dresses
 - The tradition of wearing white at weddings started in 1840 with the wedding of Queen Victoria and Prince Albert where the queen wore a white lace gown to demonstrate the quality of the British lace industry



Media codes

- Media codes are techniques and conventions that help to give meaning and engage audience
 - Three broad types of media code exist

A



Technical codes

Camera, Lighting
Sound, SFX/VFX, Editing

B



Symbolic codes

Acting, Colour,
Props, Mise-en-scène

C



Written codes

Typography,
Graphics, Text



Technical codes

- Technical codes are specific to the type of media being created
 - In film and television, technical codes include lighting, camera movement, transitions and sound
 - For instance, in a dream sequence there may be slow fades and camera movement and soft music playing
- The photo is from a teenage adventure film called 'Escape'
 - Explain how technical codes could be used to add energy and excitement to a scene about a boy going to a beach



Technical codes

- The following are some possible technical codes that could be used:
 - Lighting – Natural daylight and bright will help to suggest a sunny day helping the audience to imagine the energy
 - Camera movement – The camera may follow the boy with fast pans and tilts
 - Transitions – Transitions will be quick between each shot. They are likely to use cuts rather than cross-fades/dissolves
 - Sound – A high energy and uplifting sound track with a drum beat could be used. The progression of the sound track be towards the most exciting part of the scene which will be determined by the script and director



Symbolic codes

- Symbolic codes are not a part of the media product itself, but are part of our culture and experience
 - The rings used earlier are an example of symbolic codes. They give more information than just two rings
 - Symbolic codes are given through acting (such as gestures), colour, the set design and props



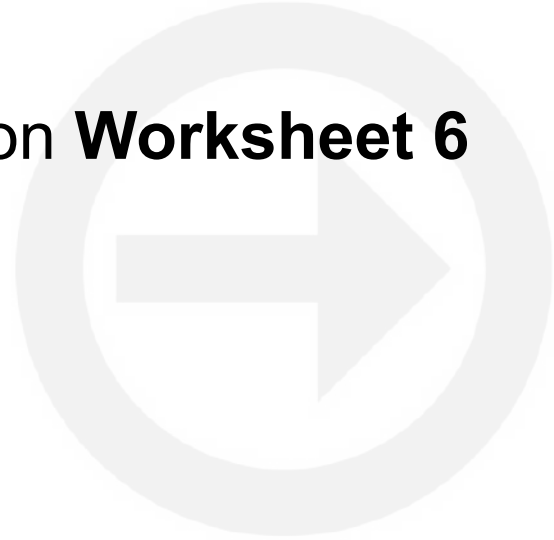
Written codes

- Written codes apply to written text or dialogue in a script
- Typography uses written codes such as:
 - A handwritten font could be used to show writing by a child or a more rustic feel
 - A large font size is usually used for important elements of a page, such as a title



Worksheet 6

- Complete **Task 1** and **Task 2** on **Worksheet 6**



Film scores

- Film scores are composed to accompany films
 - Your teacher will play a track from a film score
 - Alternatively, they may ask you to consider a film score from a film you have seen
- Discuss how the music is composed to fit the genre of film and type of scene being shown



Sound effects

- Sound effects are a key component of making a film or TV programme sound authentic
 - Most sound effects are from a library of sounds or recorded by a Foley artist
 - How could the sound of snow be made?
- How else is audio used in film to it more engaging?



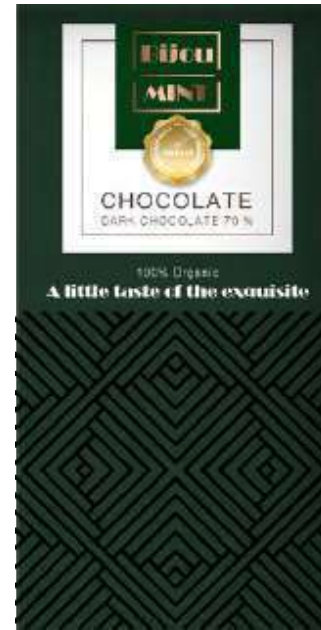
Audio

- The sound of snow
 - This is often created using a **Foley artist treading on sand**
 - **Corn starch** may be used to make the sound of snow crunching
- Other audio that contributes to film and TV
 - **Dialogue** is a key part of film
 - Actors are able to use **vocal intonation** to add interest and emotion to the lines they have to say
 - The use of **silence** is often very effective at drawing the audience's attention or adding suspense



Colour and graphics

- Colour and graphics help to create meaning in print products including packaging
 - The three images show packaging for chocolate bars
 - What does the packaging tell you about the product inside?



What type of chocolate?

Answers

Orange

White

Mint

Hazelnut

Dark

Milk



What type of chocolate?

Answers



Media industry sectors and products

Pack A Media industry and product design



Terry's Chocolate Mint Milk
145g

4.8 ★★★★★ 182

Milk Chocolate - Box - Bar

£2.00

[sainsburys.co.uk](https://www.sainsburys.co.uk)

[Compare prices from 10+ shops](#)



Mint Chocolate Eclair -
Walkers 500g

4.7 ★★★★★ 17

Bag

£7.36 ~~£8.55~~ £1.47 / 100 g

[Amazon.co.uk](https://www.amazon.co.uk) - [Amazon.co.uk](https://www.amazon.co.uk)...

Free delivery

[Compare prices from 3 shops](#)



Whitakers Mint Collection

5.0 ★★★★★ 2

Dark Chocolate - Box

£7.49

[Whitakers Chocolates](#)

£5.99 delivery

[Compare prices from 5+ shops](#)



Quality Street Cool Mint
Matchmakers 120g

4.7 ★★★★★ 210

Dark Chocolate - Box

£1.50

[Tesco Grocery](#)

£9.50 delivery

[Compare prices from 10+ shops](#)



M&S Mint Chocolate



Mint Crunch Chocolate



Whitakers Dark Chocolate



Tesco Finest Mint 47% Dark

swers

NLINE



Media industry sectors and products

Pack A Media industry and product design

			
Tesco Milk Chocolate Bar 200G Milk Chocolate - Bar	Cadbury Ian Dairy Milk Chocolate Bar with Gift Envelope 4.8 ★★★★★ 16,469 Milk Chocolate - Bar	Lindt Lindor Milk Chocolate Truffles 37g 4.6 ★★★★★ 243 Milk Chocolate	Forest Feast - Belgian Milk Chocolate Brazils 120g 4.7 ★★★★★ 236 Milk Chocolate - Bag
£1.20 My Supermarket Compare Free delivery	£3.49 Cadbury Gifts £3.99 delivery	£2.00 Lindt UK	£3.40 sainsburys.co.uk
Compare prices from 10+ shops		Compare prices from 10+ shops	Compare prices from 10+ shops
			



Media industry sectors and products

Pack A Media industry and product design



Asda Chocolate
Honeycomb 140g

3.0 ★★★★★ 4

£1.60

[Asda Groceries](#)

£8.50 delivery



Asda Extra Special
Handmade Milk Chocolate
Honeycomb

4.1 ★★★★★ 25

Milk Chocolate - Box

£2.00

[Asda Groceries](#)

£8.50 delivery



RealFoodSource Milk
Chocolate Honeycomb
Bites - 250g

Chocolate

£4.99

[RealFoodSource](#)

£3.99 delivery



Carol Anne Dark Chocolate
Honeycomb 300g 500g 1kg
2kg

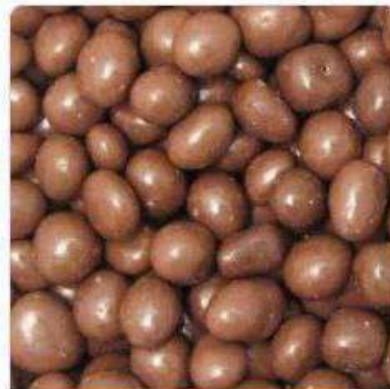
£10.99

[eBay - alcaIstores](#)

Free delivery



Sainsbury's Belgian Milk



Milk Chocolate Honeycomb



M&S Milk Chocolate



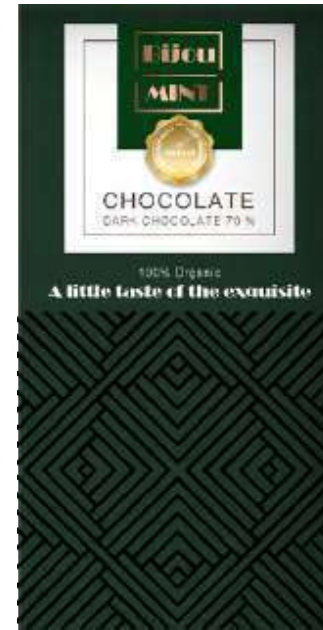
Bonds Especially Delicious

NLINE

Remember this? Colour and graphics

- Colour and graphics help to create meaning in print products including packaging

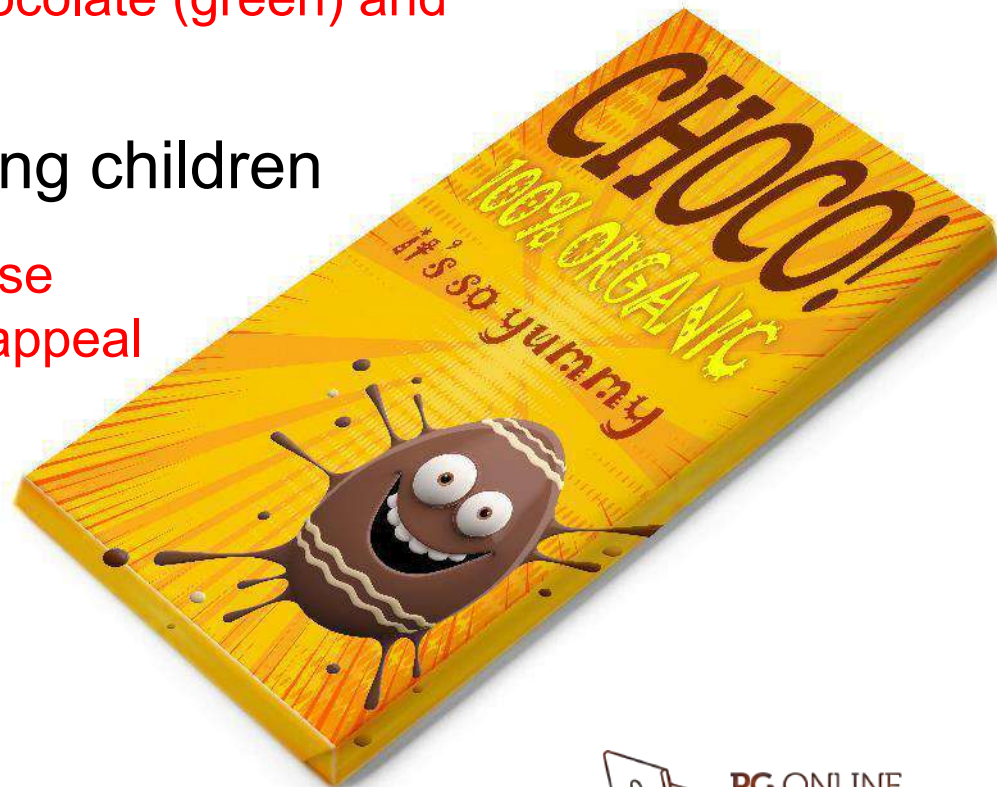
- The three images show packaging for chocolate bars
- What does the packaging tell you about the product inside?
- How might the packaging be different if it were aimed at young children?



Colour and graphics

Answers

- Chocolate packaging in the previous slide:
 - Symbolic codes are being used to suggest white chocolate (white), mint chocolate (green) and milk chocolate (blue)
- Packaging aimed at young children
 - The packaging will likely use more vibrant colours that appeal to young children
 - It may make use of an illustrated character to add appeal



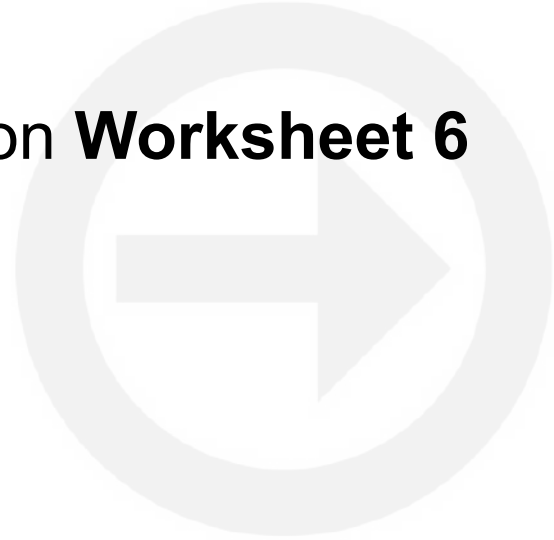
Typography

- Typography is the way in which text is created to make it appealing, engaging or more legible
 - The font type (typeface) and font size are two key features of typography
- Typography makes use of written codes
 - Discuss the use of typography in your classroom, books and computers



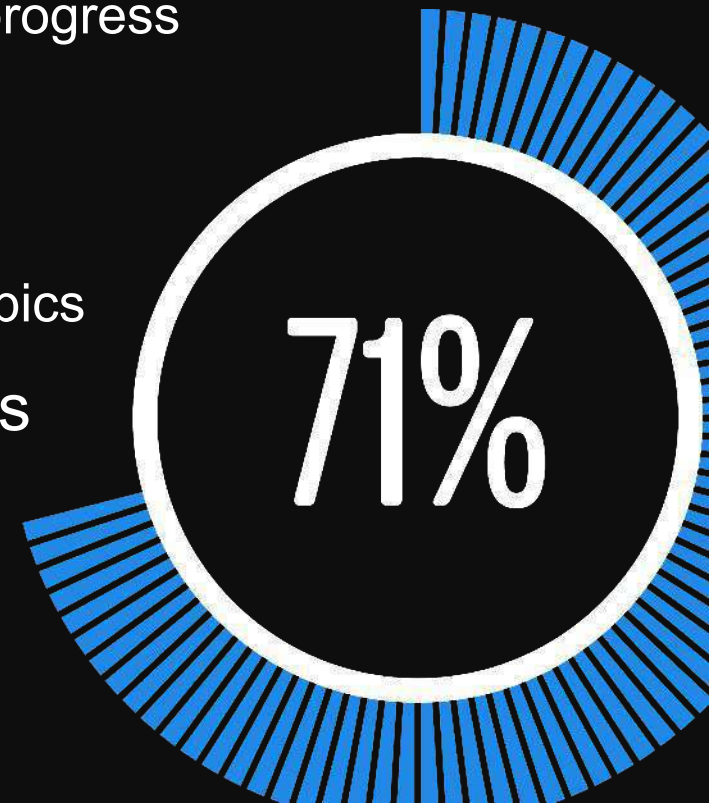
Worksheet 6

- Complete **Task 3** and **Task 4** on **Worksheet 6**



Interactivity and animation

- Animation helps to attract attention and engage audiences and users
 - Animation in user interfaces helps to indicate progress and options to users. For example, a progress animation helps users understand that a process is happening
 - Animation may be used within films or TV programmes to explain complex topics
- Interactivity is used within websites and games
 - This helps to engage users with the content and create impact



Mise-en-scène

- Mise-en-scène comes from the French meaning 'setting on the stage'. It covers anything the camera sees to create an overall feel, such as:
 - The arrangement of the set and props
 - Framing of the scene in the camera, lighting and colour
 - Costumes and position (blocking)



<https://www.youtube.com/watch?v=TMbWa8sqQOg>

Understanding M-e-S [4m37s]

<https://www.youtube.com/watch?v=cIBT7O3A3wI>

M-e-S [10m34s]



Transitions

- Transitions connect two different shots together
 - They are carried out in editing and post production
- Two examples and **cut** and **fade in**
 - Give at least **three** other examples of transitions



Shot A

Cut

Shot B

Cut



Fade in

Fade



Transitions

[4m04s]

<https://www.youtube.com/watch?v=Fu3vhFIXV0w>



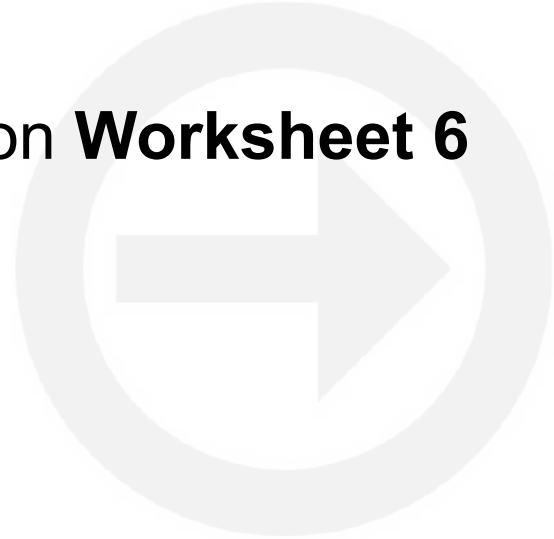
Transitions

- There are many transitions including:
 - **Fade to black / fade out** – the shot fades to black
 - **Cross-fade** – the fade goes between two shots
 - **Wipe** – the screen is wiped to reveal another shot beneath
 - **Jump cut** – frames are removed from the shot so that it jumps forward
 - **J cut** – The audio from the next scene overlaps the current scene. This leads the audience into the next scene before they see it
 - **L cut** – The video from the next scene is shown, whilst the audio of the current scene is still heard
 - Cut
 - Fade



Worksheet 6

- Complete **Task 5** and **Task 6** on **Worksheet 6**



Plenary

- A film is being created about a struggling chef working in a restaurant
- Describe the mise-en-scène used in this shot



Plenary

- The mise-en-scène includes:
 - **Lighting** – The face is lit with a hard light, helping to draw out the shadows across the face of the actor and props
 - **Arrangement of the props** – Many props have been used around the chef, making it look like an out of control situation
 - **Colour** – A black background has been used helping us to focus on the emotions of the chef
 - **Costumes** – The chef hat and other clothing are typical of those used by professional chefs
 - **Props** – These are all typical of those used in a restaurant. The text on the sign suggests “Closed” which helps to explain the chefs feelings



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7

Creative iMedia

Cambridge Nationals
Level 1/2

Cameras and lighting

R093 Pack A
Media industry and product design



PG ONLINE

Objectives

- Identify and explain the use of:
 - Camera angles including over the shoulder, low angle and aerial
 - Camera shots including close up, mid shots and long shots
 - Camera movement including pan, tilt, zoom and using a track and dolly
 - Lighting including types and position
 - Lighting intensity/levels

Starter

- When filming a TV drama, what needs to be considered for the visual element of the programme?



Filming

- For the visual element of filming the following will need to be considered:
 - Camera shots
 - Camera angles
 - Camera movement
 - Type of camera
 - Lighting
- Remember that each of these are used to create technical codes in media products



Long shot

- For a long shot the subject will appear further away with lots of space around them
 - This type of shot can be used to show an isolated character
 - It can also be used to show many characters at once



<https://www.careersinfilm.com/types-of-shots-in-film/>



Close up

- Close ups on an actor will show their face
 - They are used to show how a character feels
 - Facial movements and reactions can be seen – for instance a tear can be seen by the audience to show a character is upset
 - A close up could be to show an important detail to the viewer
 - The extreme close up is used to show intense emotions or very small details
- Which of the frames shown are an extreme close up?



Mid shot

- The mid shot may show an actor or small number of actors
 - This is a very common shot as it gives a lot of information to the viewer
 - It can be used for dialogue between actors
 - It allows for body language to be viewed such as arm movements, crossed arms or waving
 - It usually shows actors from the waist up
 - It often sets a scene with background information



How to choose shots

- When choosing a shot it should give the person watching the video or film useful information
 - The shot may be to establish where the characters are – This is known as an **establishing shot** – a **long shot** may be used for this
 - It may show a reference to a plot, such as a **close up** of a knife to be used in a later murder
 - It may show how a character feels with a **close up** of their face



Worksheet 7

- Complete **Task 1** on **Worksheet 7**

Camera angles

- A low angle shot is taken from the ground level
 - Enables viewer to look up at characters or buildings
 - It can make people appear stronger and more powerful
 - This angle is used in The Dark Knight to make The Joker look more powerful



High angle

- A high angle shot will make a character appear smaller
 - This may be used to show that a character is in danger or vulnerable
 - It is also used to suggest CCTV footage as these cameras are normally placed high up



Over the shoulder

- An over the shoulder shot allows the viewer to see what a character is doing as if they are standing behind them
 - How could an over the shoulder shot be used to show two people falling in love?



Aerial

- An aerial shot, also known as a birds-eye view, will have the camera high up and looking down
- Aerial shots are often filmed with:
 - Helicopters
 - Drones
 - Cranes
- Why would an aerial shot be used in a film?



Aerial shot uses

- Uses for aerial shots include:
 - An establishing shot to show the geography and landscape
 - To make a subject small or isolated
 - As part of a film's opening or ending sequence
 - To show action, such as a war scene, across a wide area
 - If the subject of the shot is also in the air
- Name an example of a film that uses aerial shots for each of the above reasons

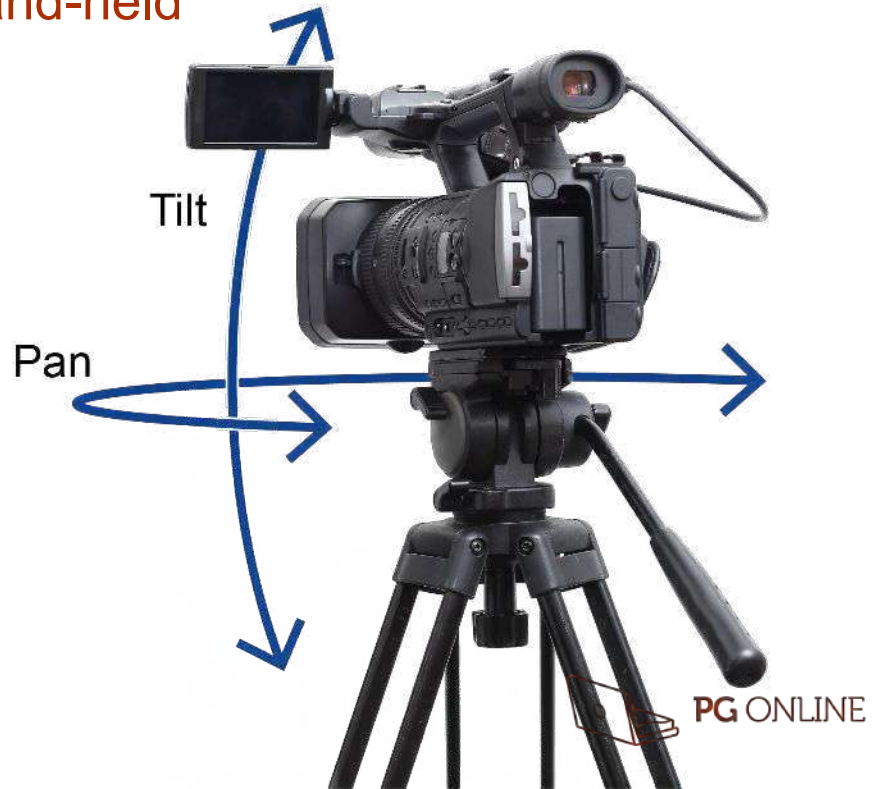


<https://www.youtube.com/watch?v=AKOxbCx1LNc>



Camera movement

- Panning a camera is moving it horizontally left and right from a fixed position
 - A tripod will normally be used for the smoothest quality, but panning can be done hand-held
 - Panning allows a character to be followed
- Tilting is when the camera moves up and down
 - When in a film could tilting be used?



Camera movement

- A camera can be fixed and then utilise zoom to adjust the distance from a subject
- When a camera physically moves it is known as tracking
 - Often the camera is put onto a **dolly** which is placed on a **track**
 - It is possible to walk or run to produce a tracking shot, but the quality will not be smooth
- Why would a tracking shot be used?



<https://www.youtube.com/watch?v=RLuEskAhRGE>



Tracking shots

- Tracking shots are used to follow characters or objects as they move
 - Actors can be followed as they move through a scene
 - The camera can move through a landscape or a building
 - If the camera is handheld it will wobble – this can be used to make the world feel unstable or let the audience experience the scene as if they are walking or running



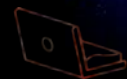
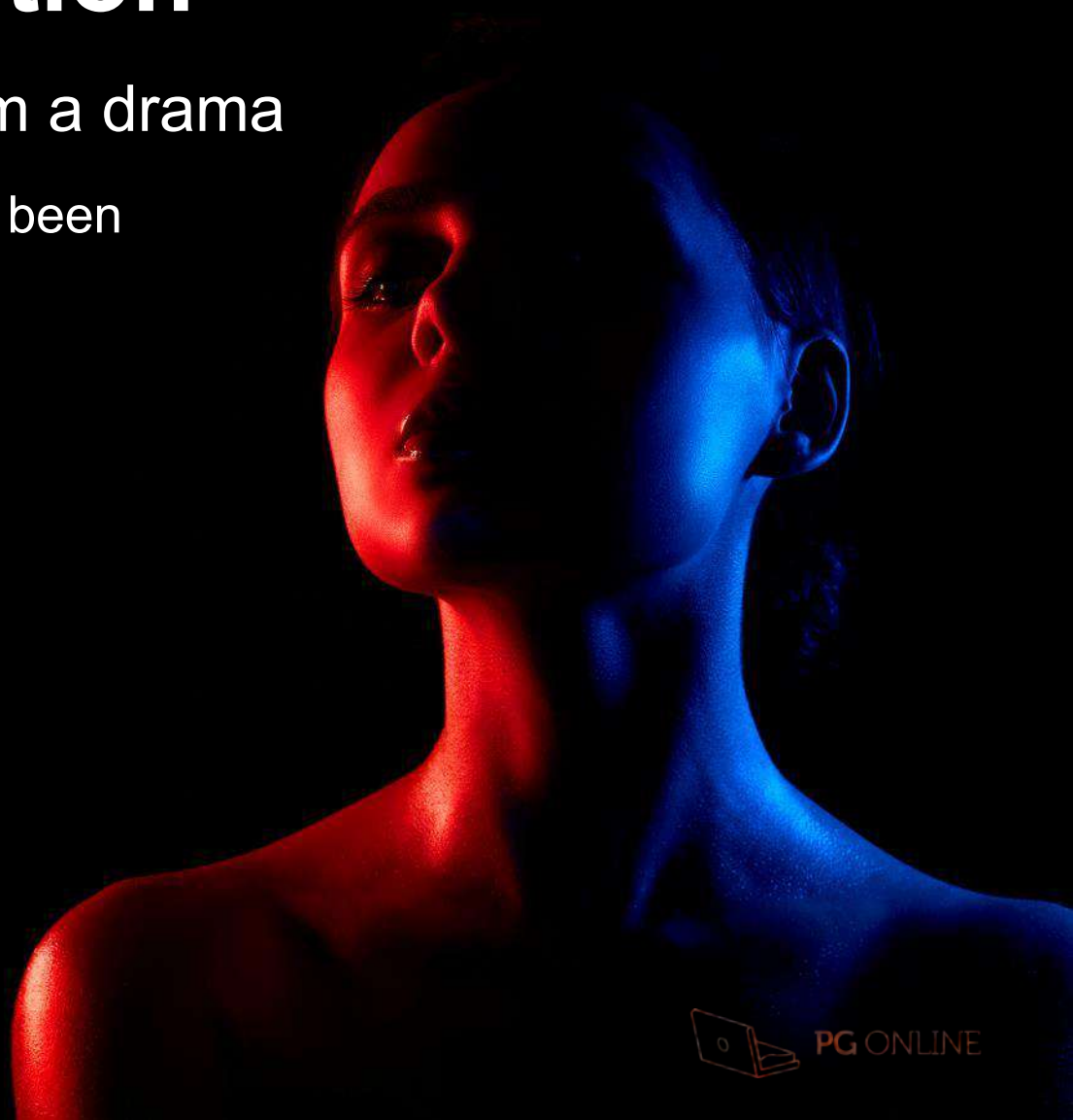
Worksheet 7

- Complete **Task 2** on **Worksheet 7**



Lighting position

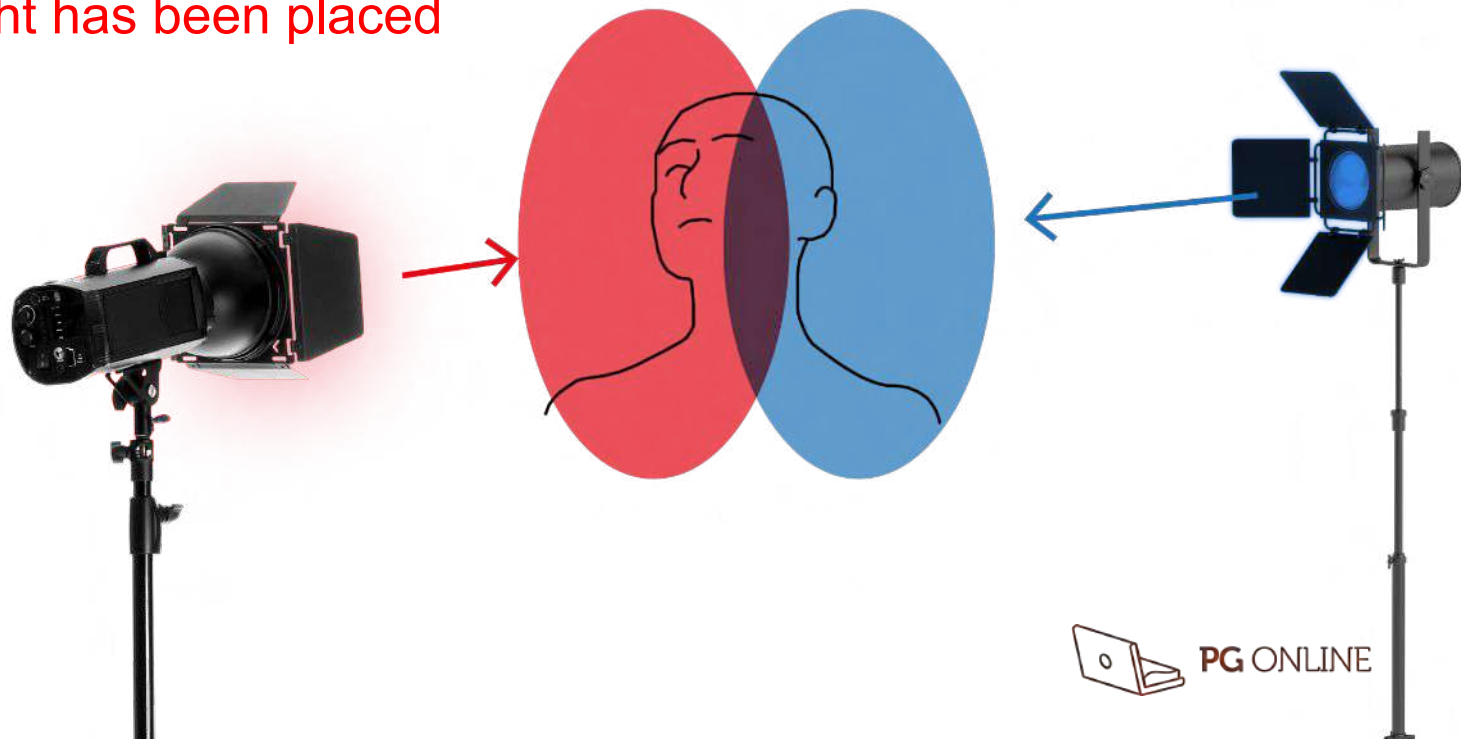
- Look at this shot from a drama
 - Where has the scene been lit from?



Lighting

Answers

- The scene will have used two lights with different colours
 - It is useful to look at where the shadows and highlights are to see where the light has been placed



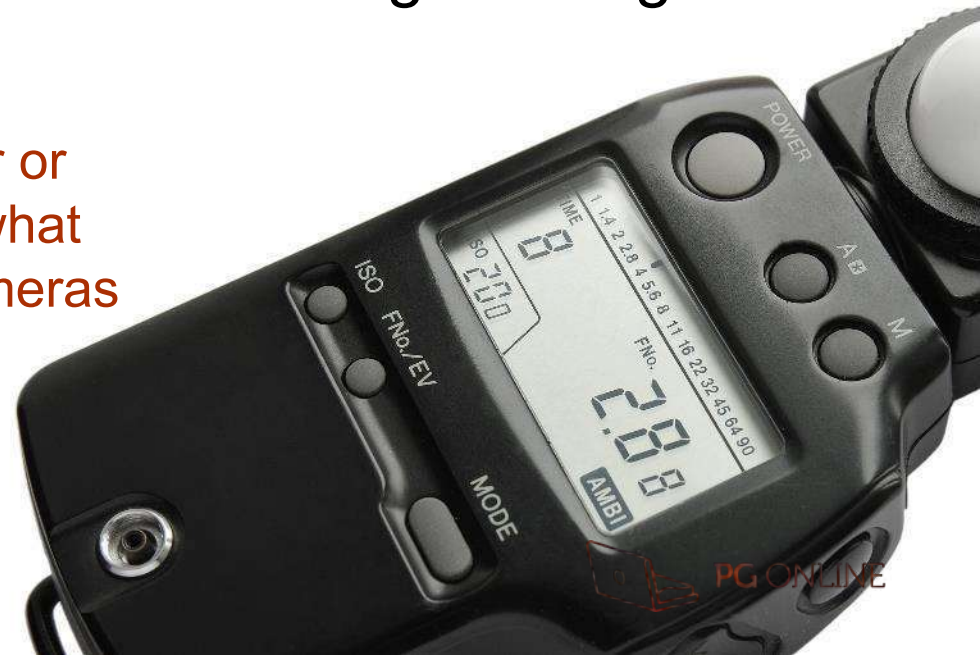
Types of lighting

- One of the best types of light is natural light as it can be used creatively, but it is variable
- In the middle of the day, the light may be too harsh
- Studio lighting gives more control over lighting
 - Spotlights can help create shadows to add depth



Lighting intensity and levels

- Light intensity is very important when filming or recording video
 - Working in low light levels or at night is complex and needs a good understanding of techniques and equipment
- Light meters measure the amount of light falling on a subject
 - This allows a photographer or camera operator to know what settings to use on their cameras



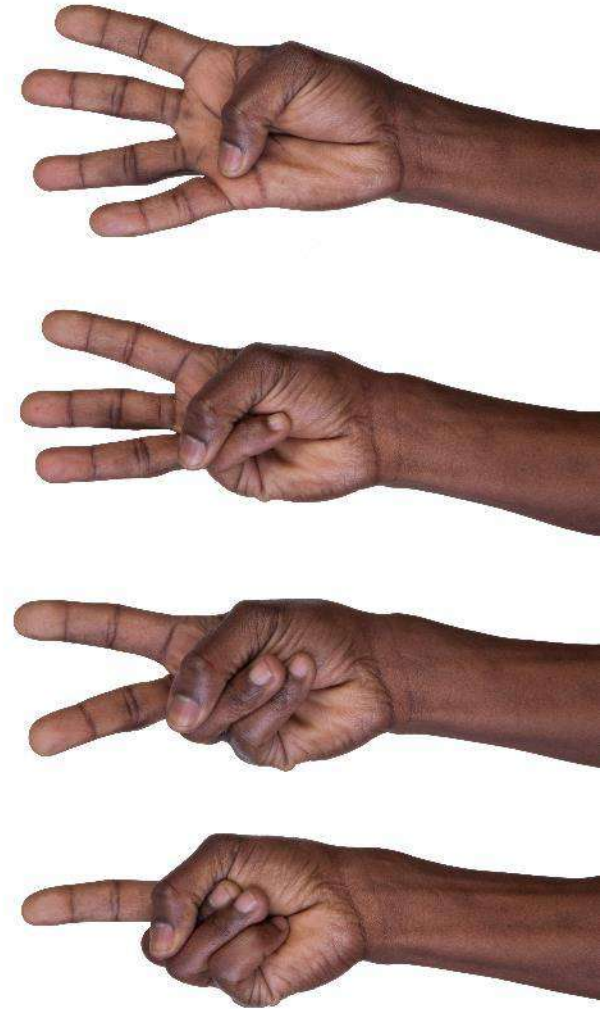
Worksheet 7

- Complete **Task 3** on **Worksheet 7**



Plenary

- Work with a partner to come up with:
 - 4 camera angles
 - 3 types of shot
 - 2 camera movements that use a tripod
 - 1 camera movement where the camera is physically moved



Plenary

- Camera angles:
 - Close up, extreme close up, mid shot, long shot
- Shot types:
 - Low angle, high angle, over the shoulder, aerial
- Camera movements:
 - On a tripod: pan, tilt
 - Physically moving: track and dolly / dolly shot



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Creative iMedia

Cambridge Nationals
Level 1/2

Workplans

R093 Pack B
Pre-production planning



PG ONLINE

Objectives

- Understand the components of workplans
 - The phases used in workplans – pre-production, production and post-production
 - Tasks
 - Activities
 - Workflow
 - Timescales
 - Milestones
 - Contingencies
 - Resources – hardware, people and software

Starter

- Before a project begins it is important for all the activities and tasks involved to be planned
 - What information would be needed or estimated in order to plan a project?



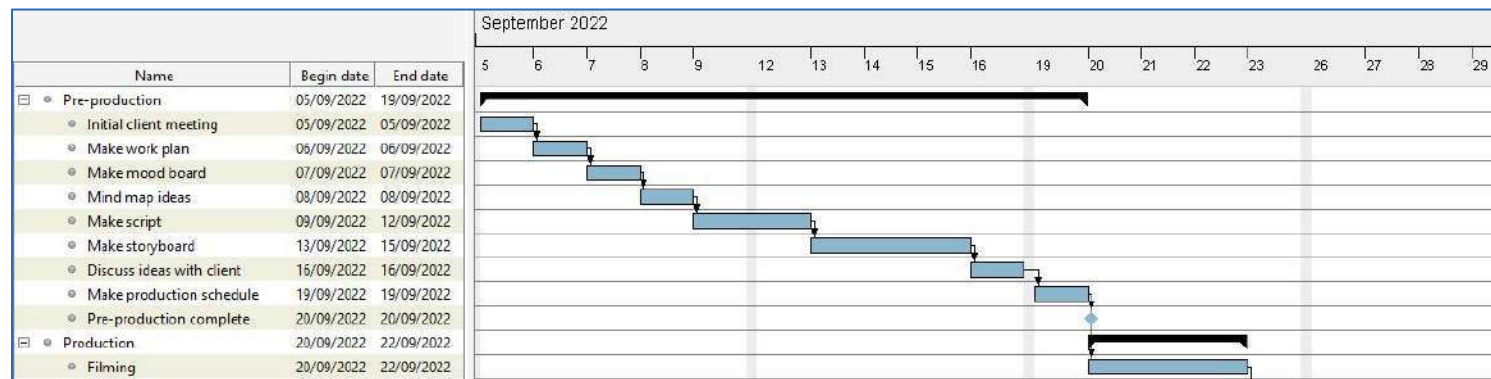
Project planning

- Information needed in order to plan a project:
 - All the different tasks or activities that make up the project
 - The duration of each task/activity
 - The timescale/deadline for the whole project
 - The order in which the tasks need to be carried out
 - Who or what resources are required
 - Is there any back up plan or spare contingency time if things go wrong?



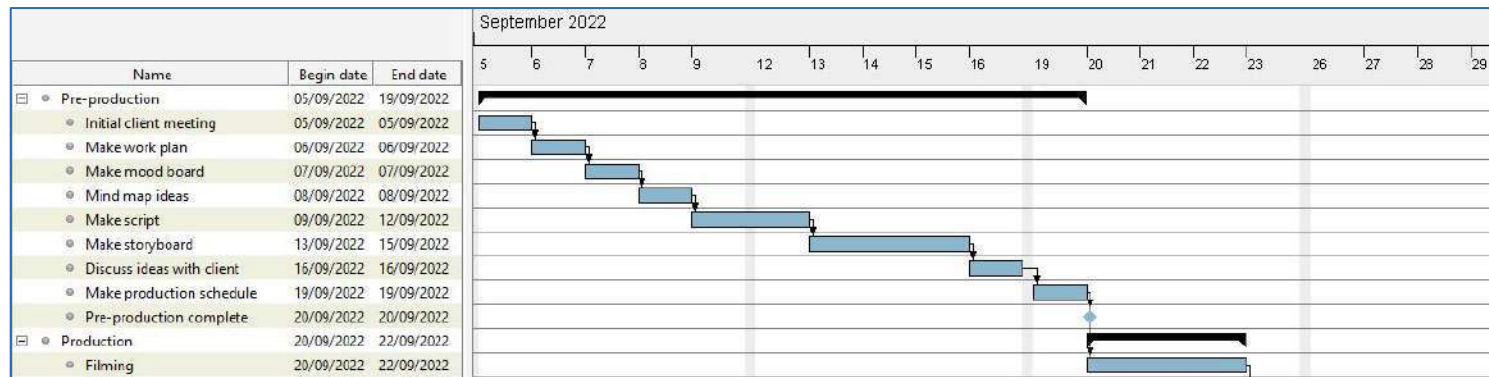
Workplans

- A workplan shows:
 - What needs to be done to complete a project
 - How long it will take to do each part
- The example below is the workplan for the production of company's training video



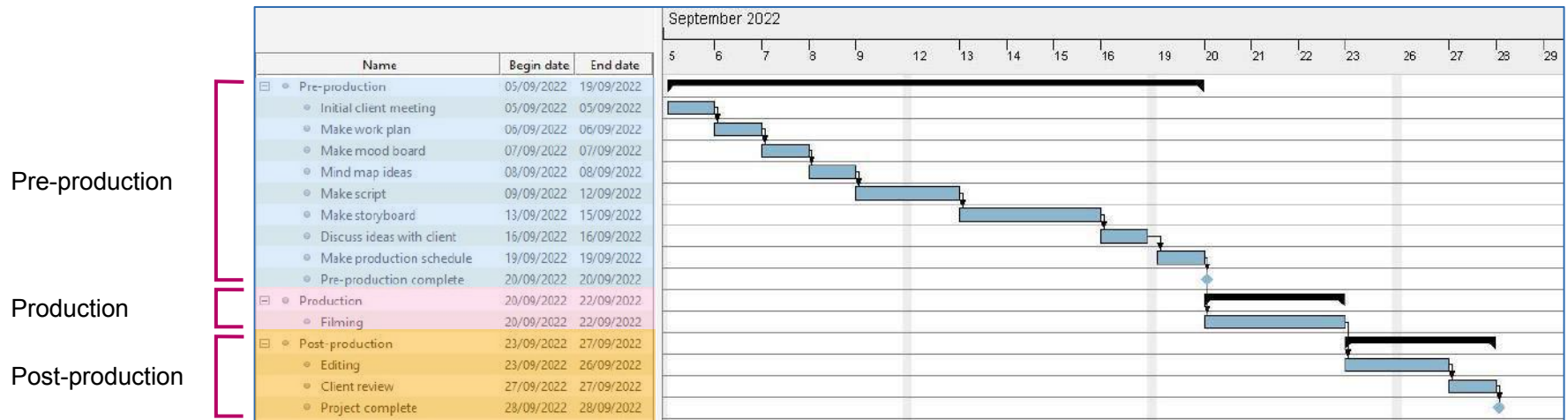
Production phases

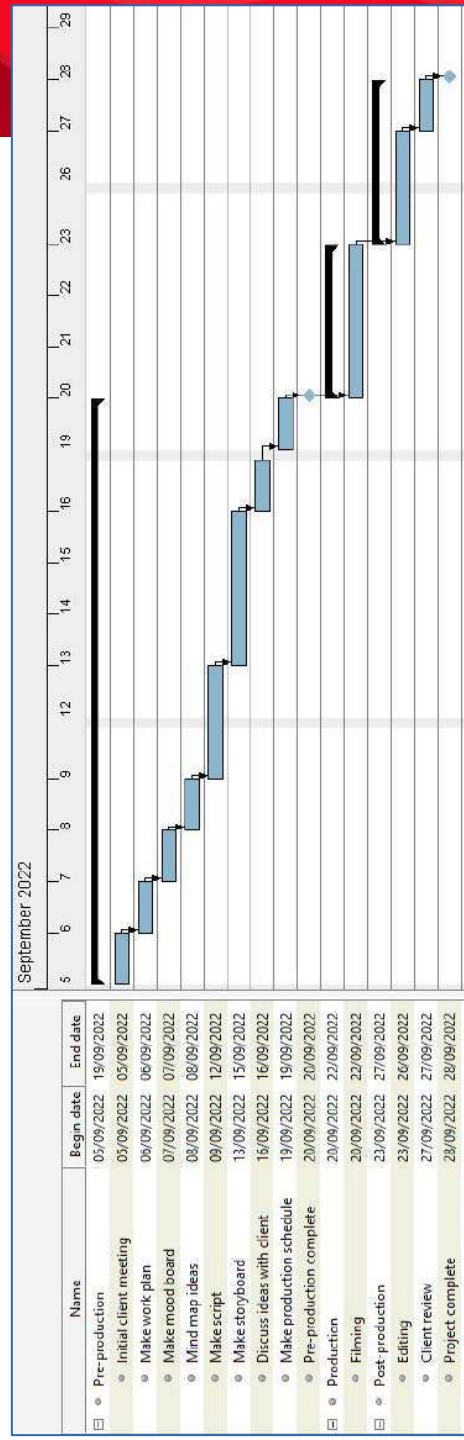
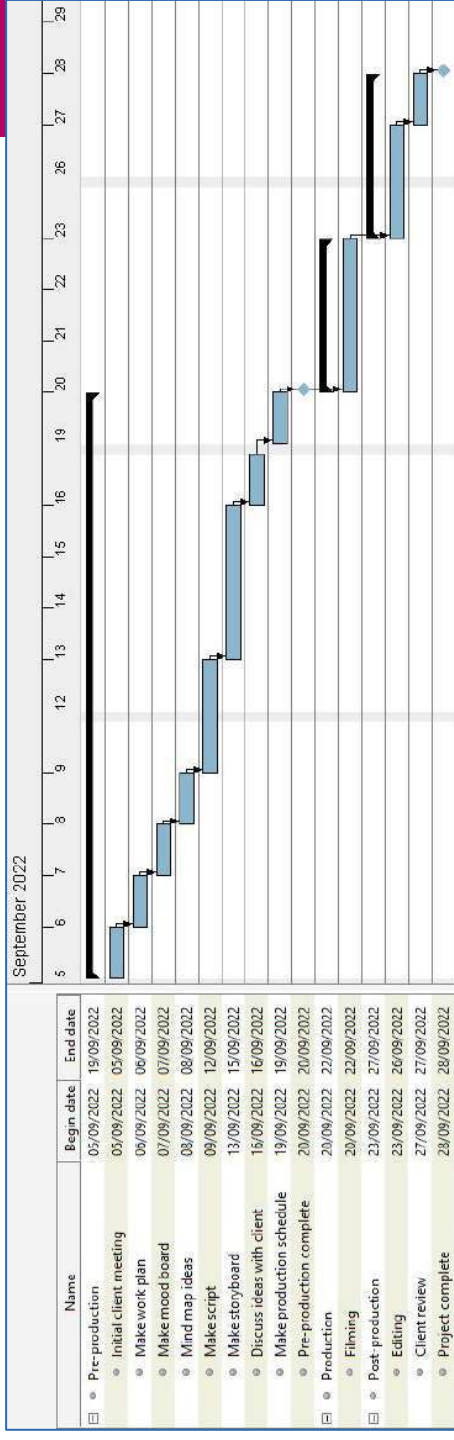
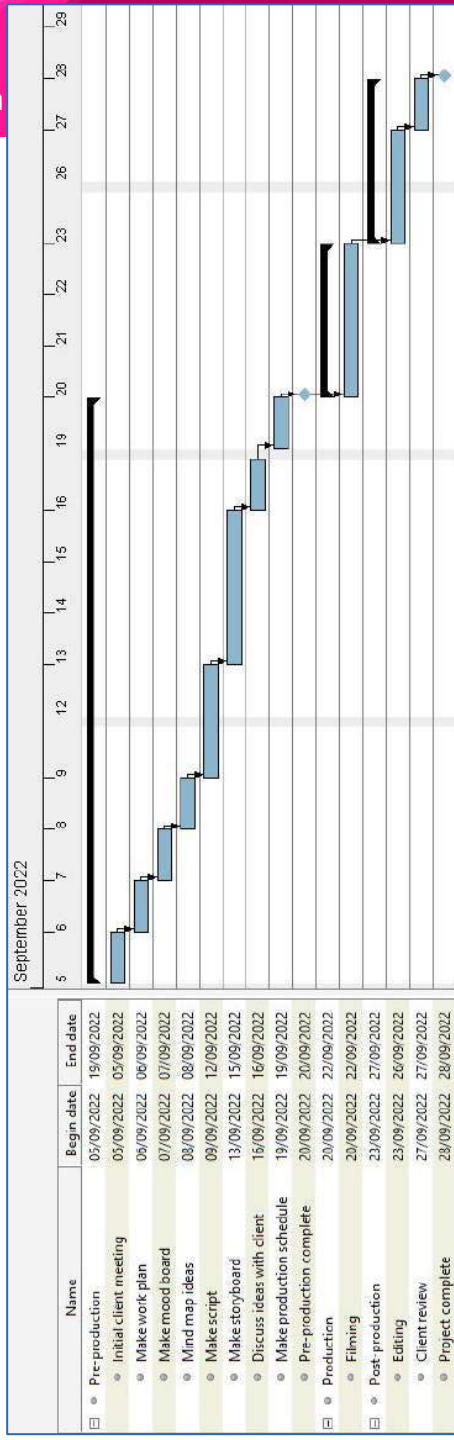
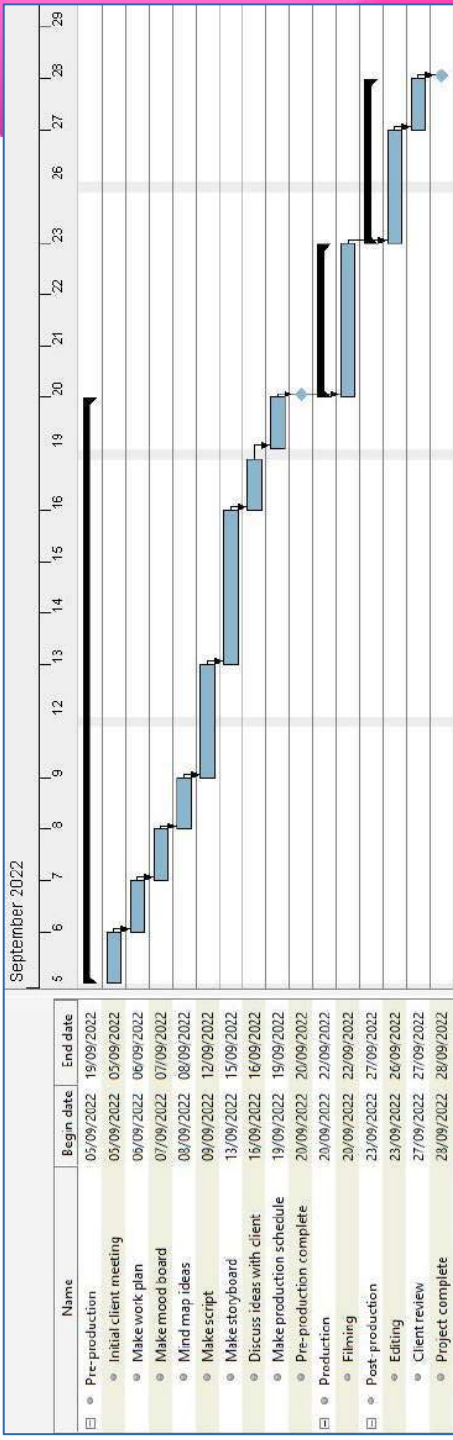
- The workplan shows two phases for the project:
 - One phase shown is pre-production. Name the other phase that is shown
 - Which phase is missing?



Production phases

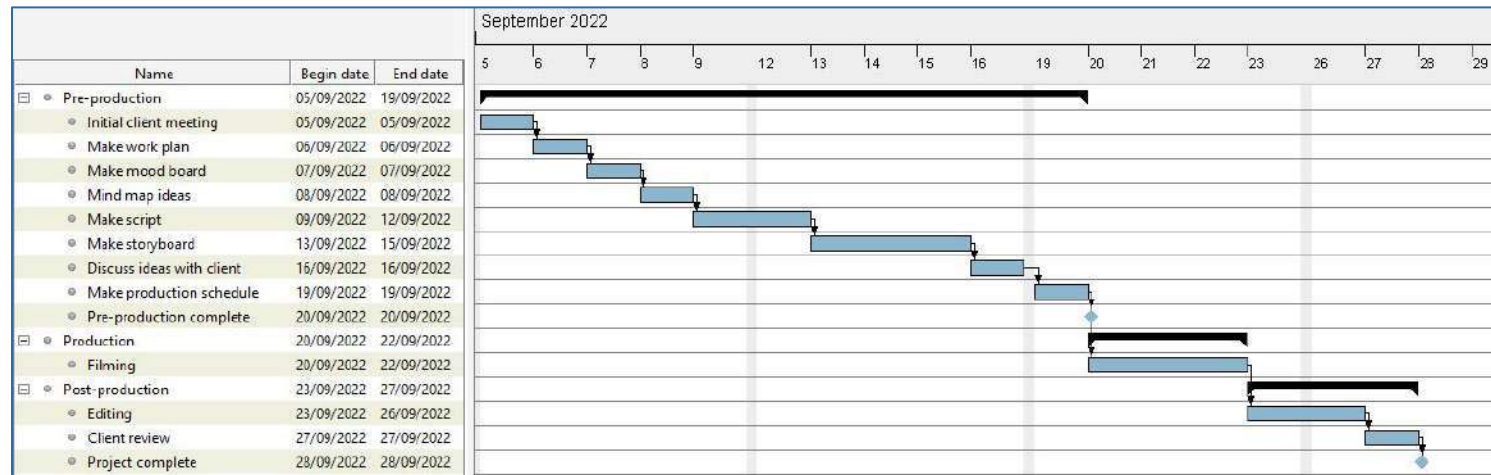
- The key phases in production are:
 - Pre-production
 - Production
 - Post-production





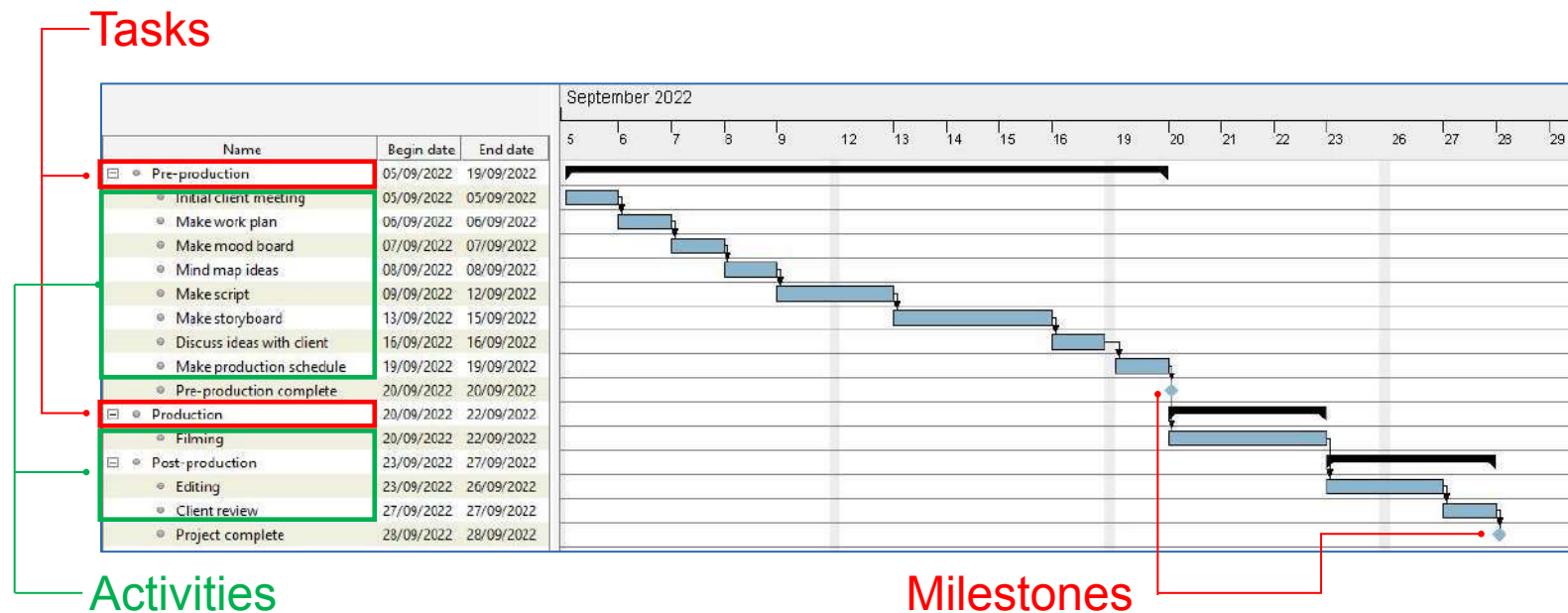
Workplan features

- Label the following on the workplan below:
 - Tasks, activities, milestones



Workplan features

- Label the following on the workplan below:
 - Tasks, activities, milestones



Workplans

- Workplan terms:
 - **Tasks** - the main parts of a project that need to be completed
 - **Activities** – These are what needs to be done to complete a task – they are also known as sub-tasks
 - **Durations** – how long a task or activity will take to complete
 - **Timescales** – How long a project will take to complete
 - **Milestones** – A significant achievement in a project – these take no time to complete but are achieved when other activities or tasks have been completed
- What do ‘workflow’, ‘resources’, ‘contingencies’ and dependencies mean in a workplan?

Workplans

- Further workplan terms:
 - **Workflow** – this is the order in which tasks are carried out – they can be indicated by an arrow
 - **Resources** – Tasks will always need resources. Resources can be either people, hardware or software. It is possible for two tasks to be done at once if there is more than one person and enough equipment.
 - **Contingencies** – If something goes wrong then there needs to be a way to fix the problem. A workplan will contain either extra time or alternatives in case of a problem, such as bad weather
 - **Dependencies** – If a task needs one or more tasks to be completed before it starts, then these are dependencies



Worksheet 1

- Complete **Task 1** and **Task 2** on **Worksheet 1**



Alternative workplan style

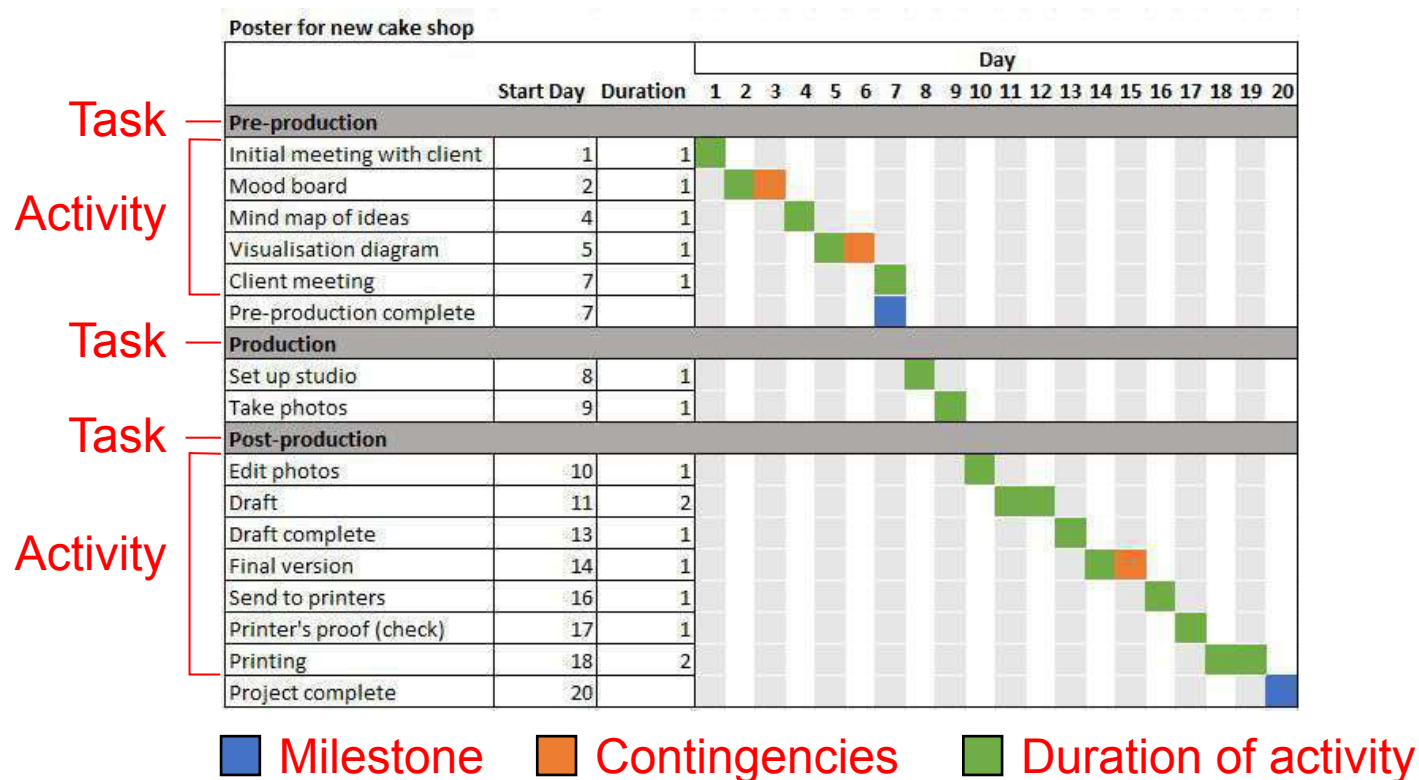
- Workplans can be made as simple tables
- What are the tasks, activities, milestones and contingencies on this workplan?

Poster for new cake shop				Day																			
	Start Day	Duration		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Pre-production																							
Initial meeting with client	1	1																					
Mood board	2	1																					
Mind map of ideas	4	1																					
Visualisation diagram	5	1																					
Client meeting	7	1																					
Pre-production complete	7																						
Production																							
Set up studio	8	1																					
Take photos	9	1																					
Post-production																							
Edit photos	10	1																					
Draft	11	2																					
Draft complete	13	1																					
Final version	14	1																					
Send to printers	16	1																					
Printer's proof (check)	17	1																					
Printing	18	2																					
Project complete	20																						



Alternative workplan style

Answers



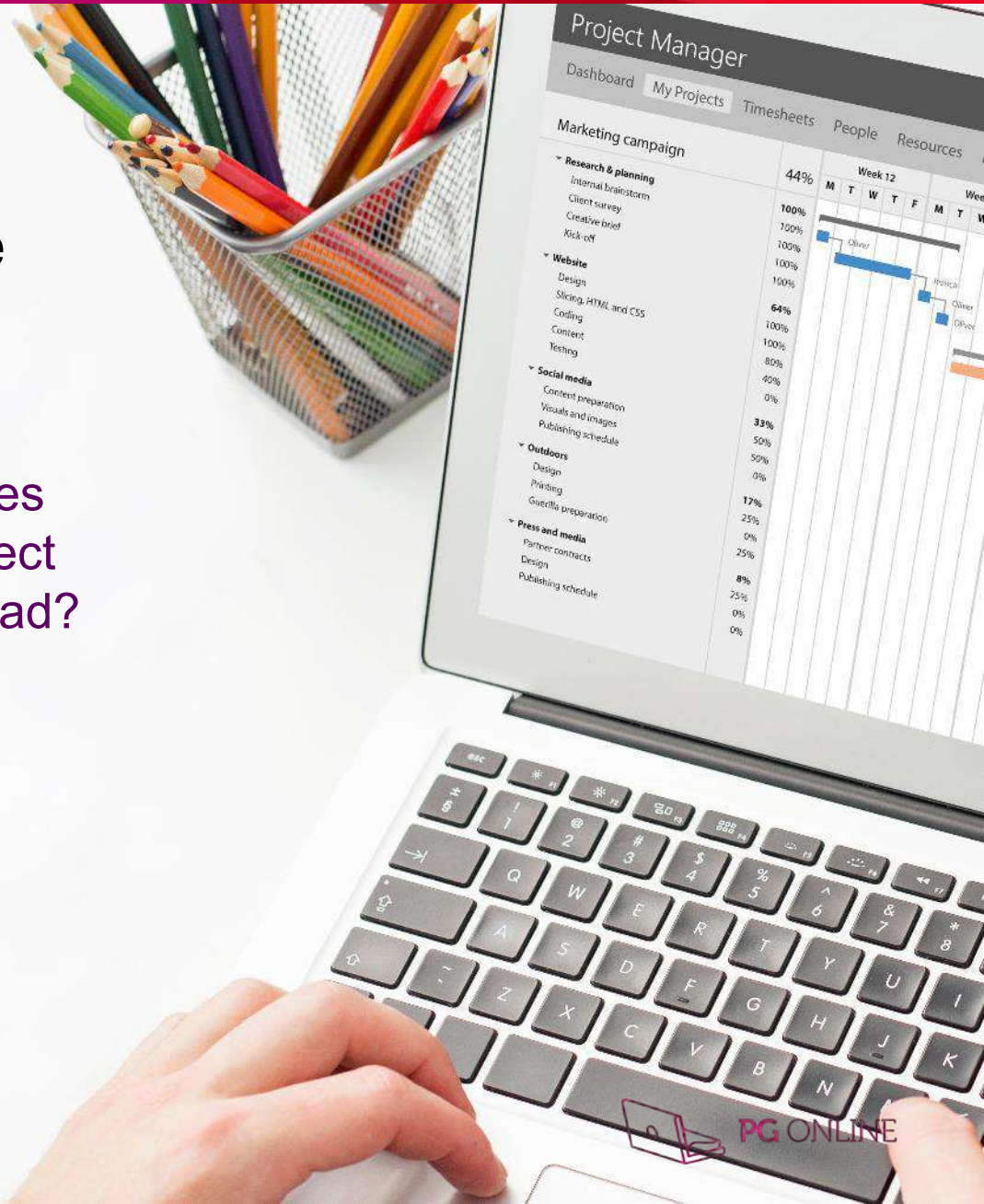
Worksheet 1

- Complete **Task 3** on **Worksheet 1**



Software

- Spreadsheet software can be used to make simple project plans
 - What are the advantages of using dedicated project planning software instead?



Project planning software

Answers

- What are the advantages of using dedicated project planning software instead?
 - Durations are automatically calculated
 - Easy to move tasks
 - Altering the duration of one activity will changes the dates of all other dependent activities
 - Some software will allow multiple users to make changes to the project plan



Plenary

- Work with a partner to give a definition of each of the following words:

Workplan

Tasks

Activities

Workflows

Contingencies

Timescales

Resources

Milestones



Plenary

- Work with a partner to give a definition of each of the following words:

Workplan	List of tasks and activities with durations
Tasks	The main stages of a project
Activities	What is involved in each task / sub-tasks
Workflows	The order in which tasks/activities are done
Timescales	The time to complete the whole project
Resources	People/software/hardware required for each activity
Milestones	Key achievements in the project
Contingencies	Extra time or back up plan in case of problems occurring



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2

Creative iMedia

Cambridge Nationals
Level 1/2

Mind maps

R093 Pack B
Pre-production planning



PG ONLINE

Starter

- A summer activities company organises sports events for children aged 11-18
 - They have to consider advertising, people, location and health and safety
 - Relating to the four considerations above, what in particular needs to be considered?

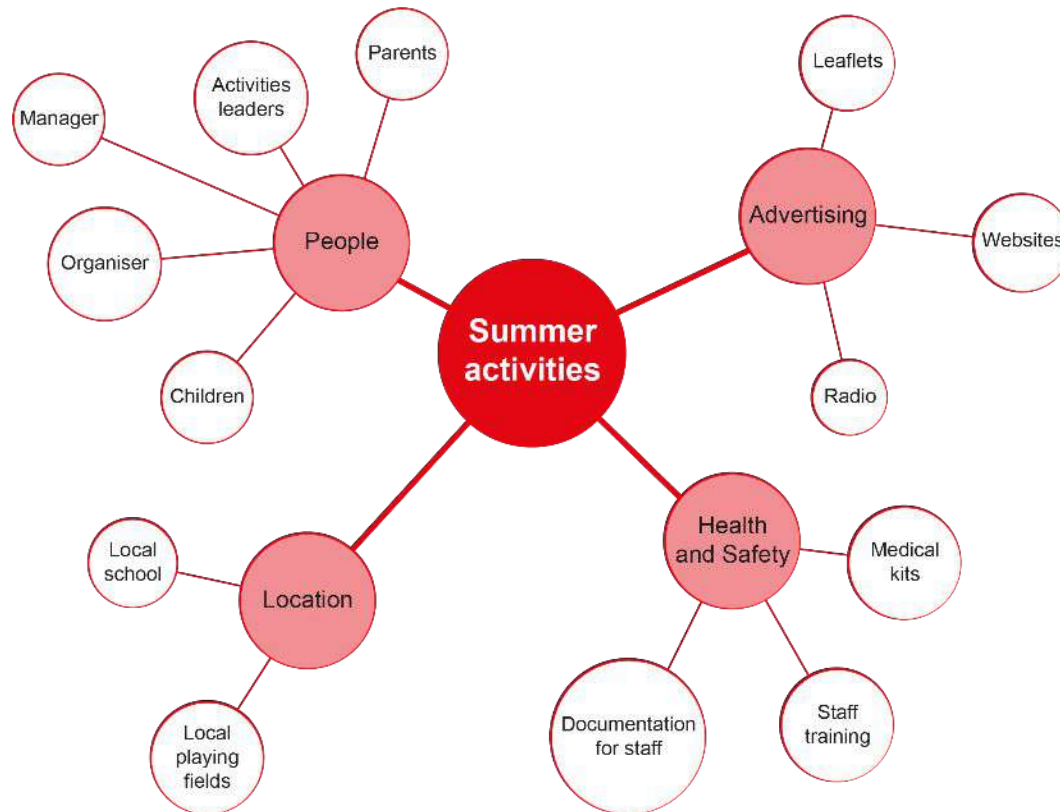


Objectives

- Understand the purpose and uses for mind maps
 - Know who uses mind maps
 - Describe the components of mind maps
 - Understand what makes mind maps effective
 - Understand that mind maps may be digital or hand drawn
- Create a mind map
 - Identify areas for improvement of a mind map

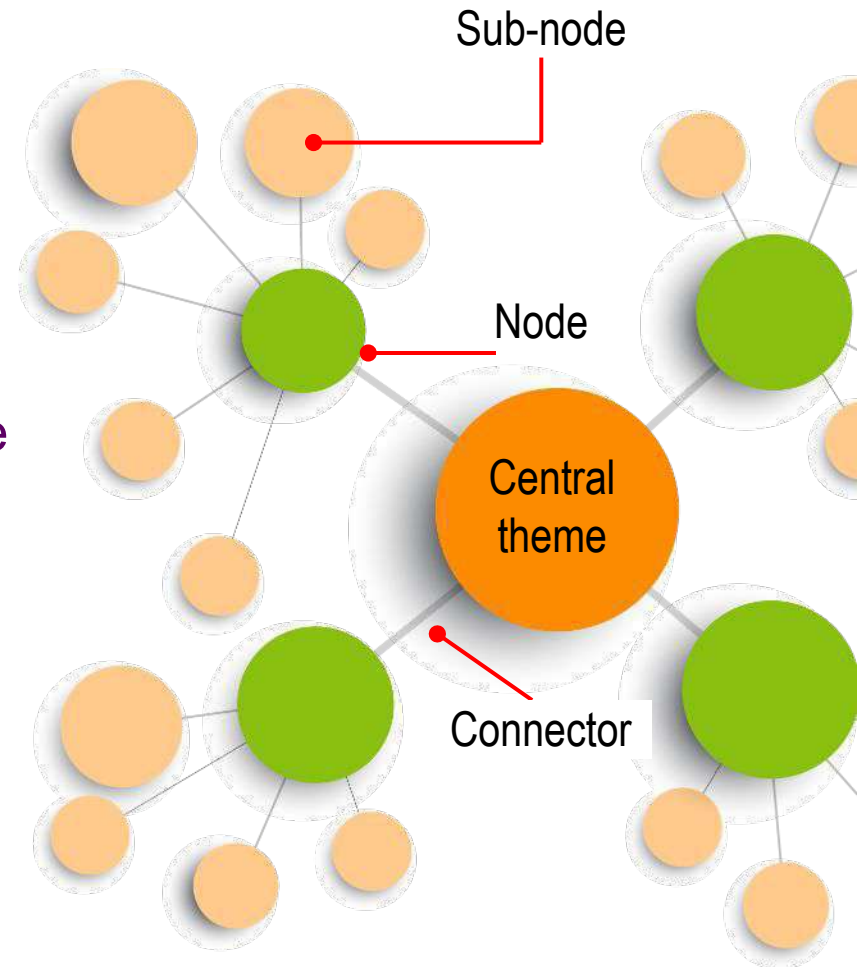
Possible solution

- The following is one possible mind map for the components given



Mind map diagrams

- Mind maps help to generate ideas around a theme
 - The main theme is placed at the centre
 - Components from the theme are then placed in **nodes** which are connected by branches
 - Further information is then placed in **sub-nodes**



The purpose of mind maps

Answers

- The purpose of mind maps is to:
 - Help with thinking up ideas
 - To record ideas for a whole project
 - To show links between different parts and processes of a project
 - To explore further, break down and develop each of the initial ideas



Who uses mind maps?

- Anyone involved in a media project could make use of a mind map
 - As mind maps help to generate ideas, they are a useful tool in the creative process
 - For instance, a graphic designer could use a mind map when thinking of ideas for a magazine front cover and all the components that will be required
- Discuss with a partner one other user of a mind map in the creation of a website's homepage design
 - *How will a mind map help?*

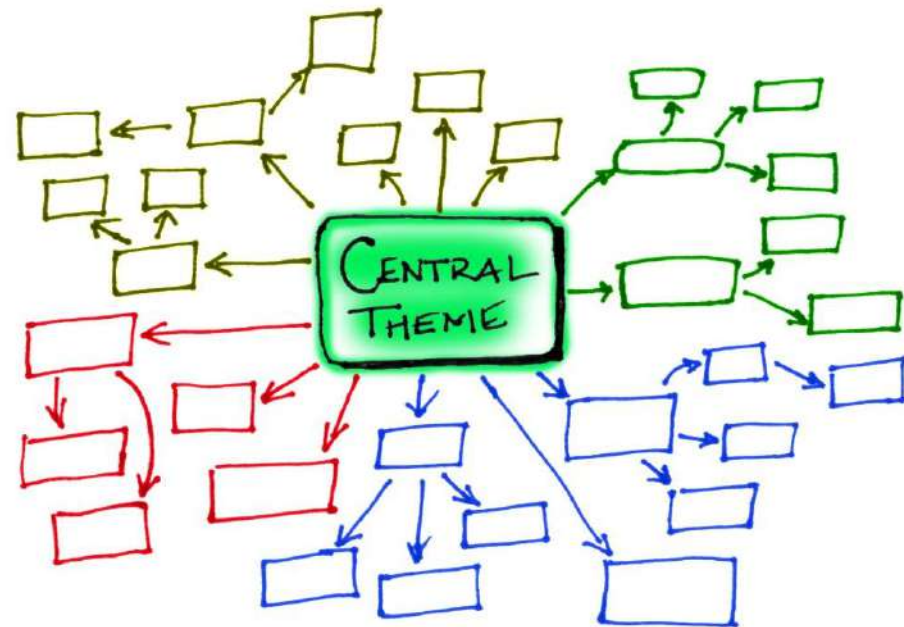
Worksheet 2

- Complete **Task 1** on **Worksheet 2**



Creating a mind map

- Start with the central node for the theme project
 - Create the key components of the theme as nodes
 - Now make sub-nodes for each of these components
- The mind map may be hand drawn or created digitally by computer
 - Mind maps should give a clear structure to the ideas
 - When producing by hand, make sure it is well laid out and easy to read the text



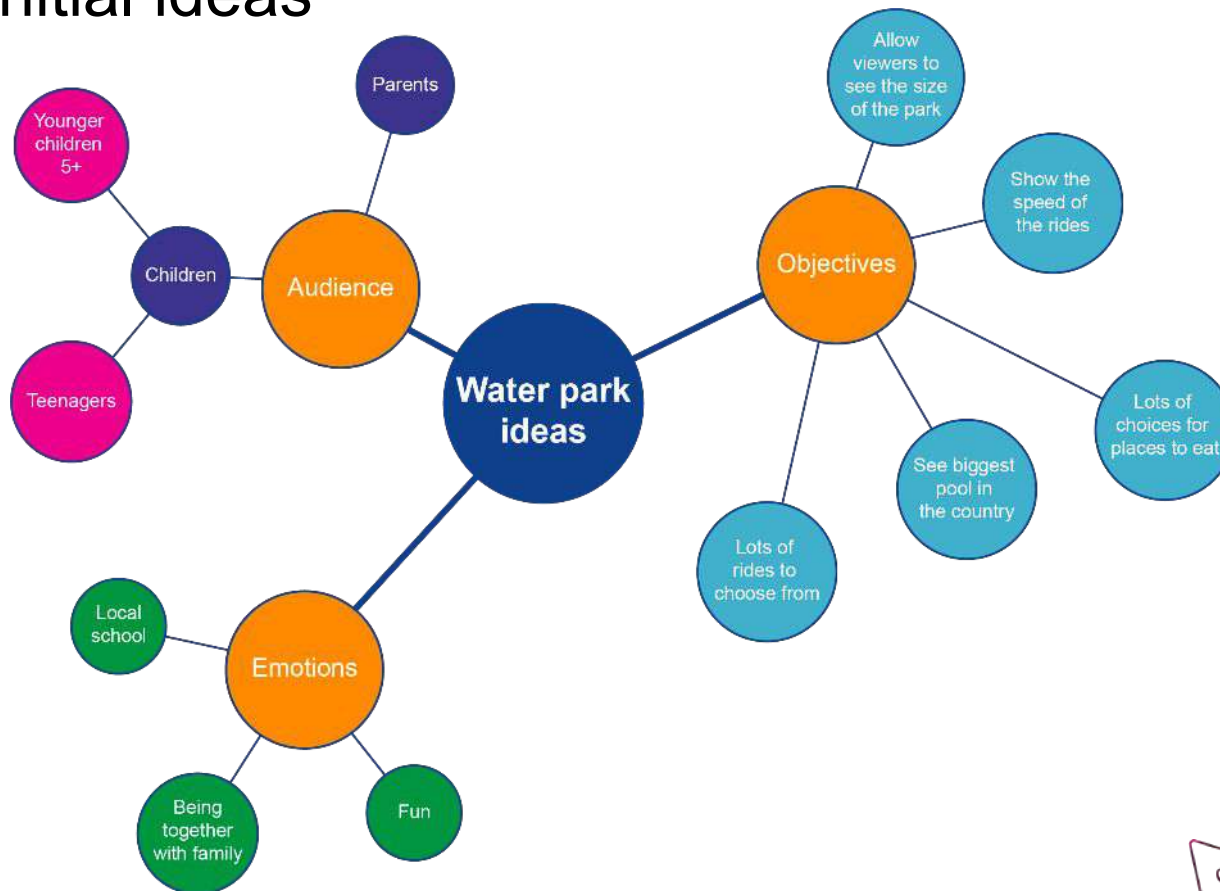
Activity: Water park (part 1)

- A new water park, featuring the largest pool in the country needs a video to be produced to show the park on its website
 - The company making the video are meeting the client for the first time to consider the purpose of the video
- Create a mind map that covers ideas for the objectives of the video
 - Consider the objectives for the video, who the audience will be and the emotions it will create



Example mind map

- The following shows one possible mind map for the initial ideas



Activity: Water park (part 2)

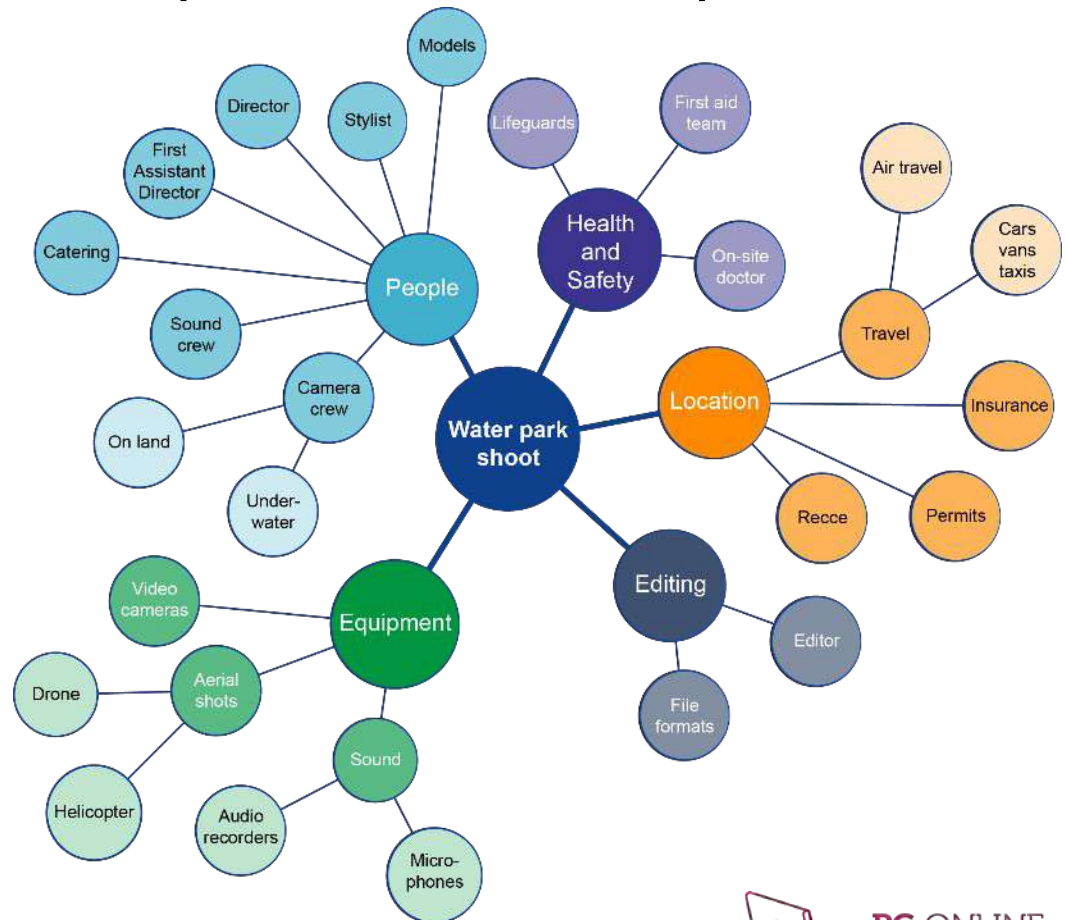
- The video will require filming at the water park, which is located in the Canary Islands
- Create a mind map for the production team to help with planning all the aspects of filming
 - Consider all the components relevant to filming in an external location
 - Make at least four nodes on your mind map with each of them having a number of sub-nodes



Example mind map

Answers

- The following shows one possible mind map for the waterpark shoot
 - What is good about the example?



When to use mind maps

- Mind maps are very good at helping to generate ideas around different components of a theme
 - They show ideas within each component
- One single aspect may be broken down with a mind map
 - For example, consider the target audience or the content of a final product



Worksheet 2

- Complete **Task 2** on **Worksheet 2**



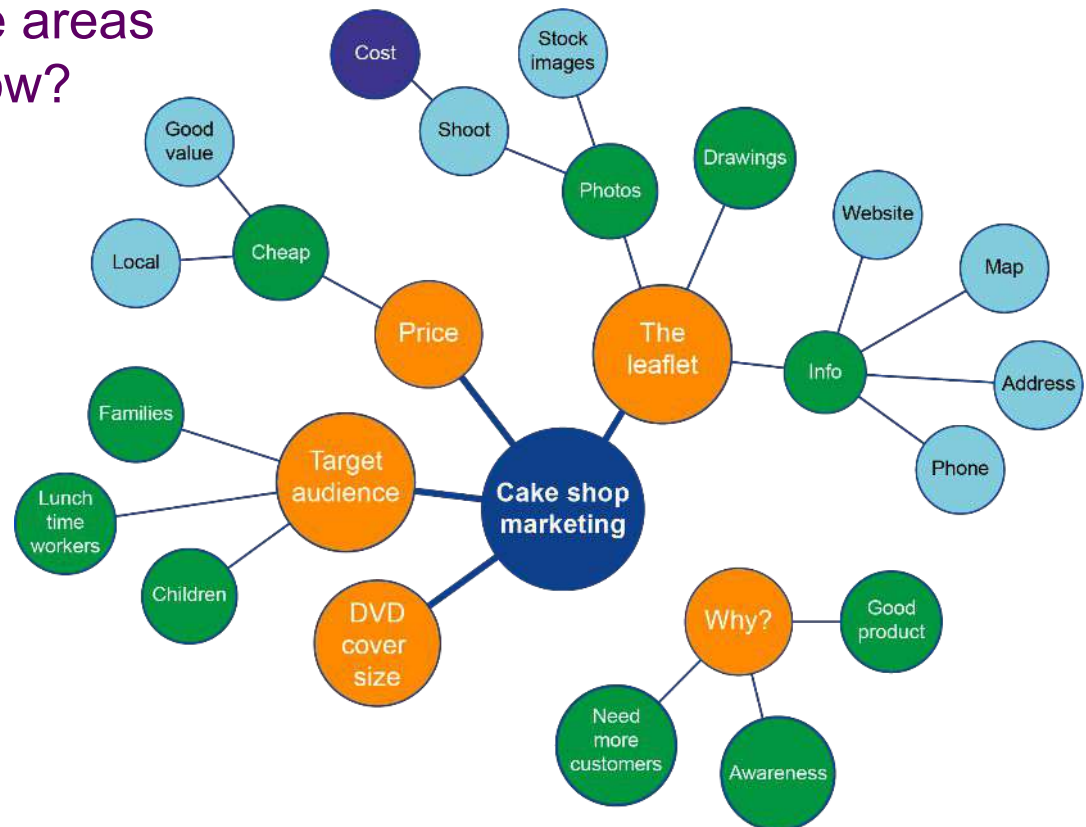
Reviewing a mind map

- The client requirements of a brief will need to be taken into consideration
 - If you are given a scenario, be careful that your mind map matches it
- Has the mind map been structured correctly?
 - Have nodes been grouped together logically?
 - Are there a suitable number of nodes?
 - Have they been linked together with branches?
 - Is there one central node for the theme?



Identifying improvement areas

- A cake shop wants to create a leaflet as part of its advertising and have come up with some initial ideas
 - What are the positive areas of the mind map below?
 - How could it be improved?
-
- ```
graph LR; Photos((Photos)) --- Shoot((Shoot)); Photos --- StockImages((Stock images)); Photos --- Drawings((Drawings)); Photos --- Website((Website)); Shoot --- Cost((Cost)); GoodValue((Good value)) --- Local((Local)); GoodValue --- Cheap((Cheap)); Local --- Cheap;
```





# Features and improvement

Answers

- Some positive features:
  - Most of the categories are relevant
  - It is well structured
- Some areas for improvement:
  - DVD cover is irrelevant to the scenario
  - Another node for the design of the leaflet could be given with sub-nodes
  - Text and typography ideas and colour palette suggestions could be given
  - All nodes should be linked – (the Why node should be linked to the central theme)



# Worksheet 2

- Complete **Task 3** on **Worksheet 2**



# Plenary

\_\_\_\_\_ are used to generate  
\_\_\_\_\_ in a project. These are put  
into \_\_\_\_\_. Branches are used to  
show \_\_\_\_\_ between the nodes.

A good mind map will be \_\_\_\_\_ and  
consider many different \_\_\_\_\_ of  
a project.

**connections    ideas well structured**

**mind maps    aspects    nodes**



# Plenary

Mind maps are used to generate  
ideas in a project. These are put  
into nodes. Branches are used to  
show connections between the nodes.

A good mind map will be well structured and  
consider many different aspects of  
a project.



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3

# Creative iMedia

Cambridge Nationals  
Level 1/2

## Mood boards

**R093 Pack B**  
Pre-production planning



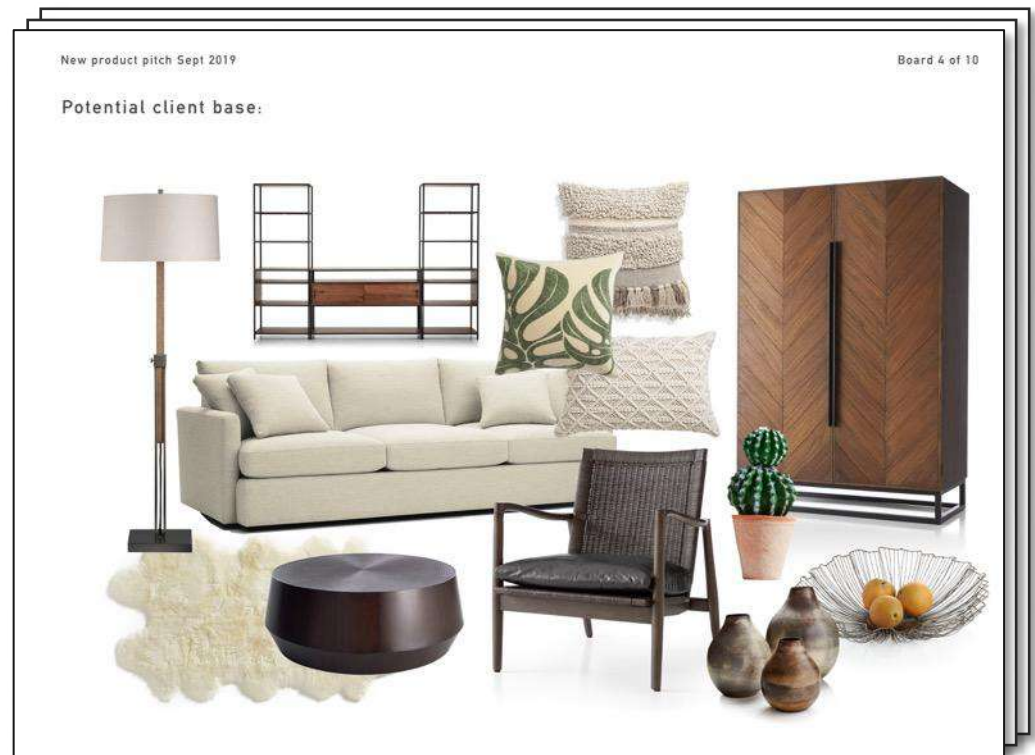
PG ONLINE

# Objectives

- Understand the purpose and uses for mood boards
  - Know who uses mood boards
  - Describe the components of mood boards
  - Understand what makes mood boards effective
  - Understand that mood boards may be digital or hand drawn
- Create a mood board
  - Identify areas for improvement of a mood boards

# Starter

- Look at the following furniture for a house
  - Describe the person who lives in the house
  - Why do you think this sort of person lives there?



# Who lives in the house?

Answers

- It is impossible to say who lives in the house from the objects, however, they do give us a feeling for the type of person
  - Breakable vases and a white sofa and rug suggests the house doesn't have young children or pets
  - The style of wardrobe suggests that they can afford more expensive items, like design or like the look of natural products
  - The style of the chair and wardrobe give a more traditional feeling
  - All items have been selected from a similar colour palette – the colours are not bright suggesting no young children



# Mood boards

- Mood boards collect together a range of items such as images or colours
  - They are one type of pre-production document
- The purpose of a mood board is to:
  - Generate ideas and concepts for a media product
  - Create a feeling for a media product
  - To be a reference for others in the creative team to understand the look and feel to be created





- Look at the mood board given

- What types of items have been included?
- What other types of items could be included?



# Mood board items

- Mood board items included:
  - A selection of images (photos, drawings, hand drawn or digital sketches, cartoons, graphics, patterns)
  - Text (typography, font styles)
- What could also be included:
  - Colour swatches
  - Textures
  - Digital mood boards can also be made for video or sound





# Images

- Images are a key item of a mood board
- When selecting images remember that it is of no use to just 'throw' a number of random images on the page. Your image choice should:
  - give a feeling for a specific product to be created
  - give inspiration and ideas
  - should be coherent and meaningful





# Feelings

- What feeling do these images give?



# Colours

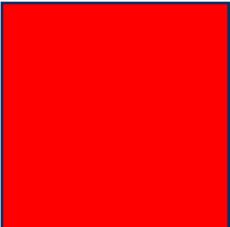
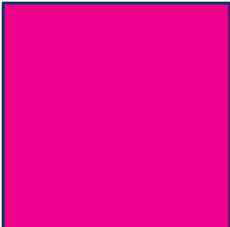
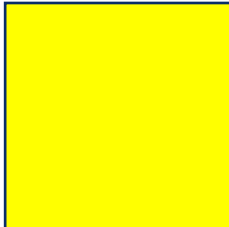
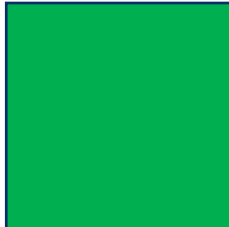
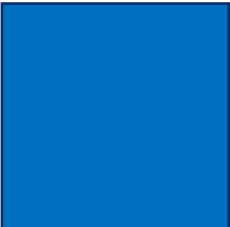
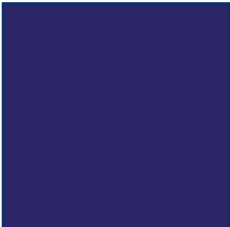
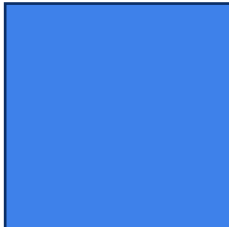
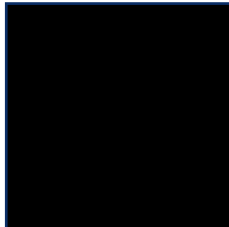
- The colours which you choose are also known as a colour palette
- A mood board will normally contain samples of colours, and may include:
  - Colour swatches
  - Computer generated colours and colour palettes
  - Textiles with colours
- What feeling do the colour swatches shown give?





# Colour meanings

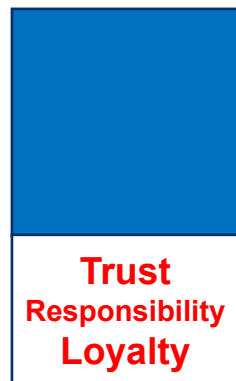
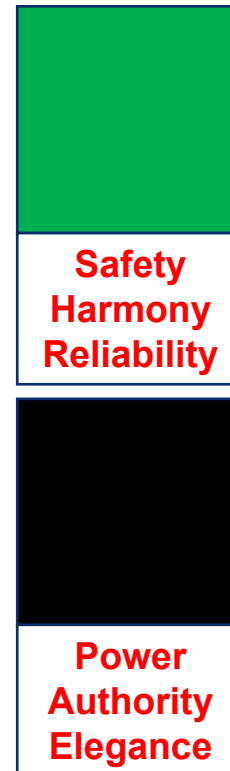
- Suggest a feeling or emotion for each of the colours below
  - Some suggestions have been given for the first colour

|                                                                                     |                                                                                     |                                                                                      |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    |    |    |    |
| <b>Courage</b><br><b>Excitement</b><br><b>Danger</b>                                |                                                                                     |                                                                                      |                                                                                       |
|  |  |  |  |
|                                                                                     |                                                                                     |                                                                                      |                                                                                       |



# Colour meanings

- Some suggestions for the meanings and emotions linked to the colours are given below



# Text

- Text is not a very helpful word as it has many meanings
- In a mood board we are interested in samples of typography that may be used, such as:
  - Font styles
  - Font sizes
  - Line spacing
- The sign is used for a restaurant
  - What feel do you think the restaurant will have?



# Typography

- <https://www.youtube.com/watch?v=sByzHoiYFX0>

# Materials

- Other materials can be included on physical mood boards
- These include:
  - Textures
  - Materials
  - Samples of physical objects





# Worksheet 3

- Complete **Task 1**, **Task 2** and **Task 3** on **Worksheet 3**



# Sound and video mood boards

- It is possible to make sound and video mood boards
- A video mood board will contain:
  - A collection of videos that give a feel for a final product
  - This will include the pace of cuts and example audio sounds
  - Clips from other videos or film can be used
- A sound mood board will contain:
  - A sequence of sounds, effects and music that give a feeling for a product



# Mood board purposes and uses

- Mood boards are used at the start of a project to:
  - generate ideas for a product
  - give a feel for the style of a product
- They also may be referred to throughout projects to:
  - remind people of the style they are aiming for
  - help others in the creative team understand the feeling and styles used
- Who (what job roles) in a creative team would use a mood board in the production of a magazine?



# Users of mood boards

- The following roles are likely to be in a creative team working on a magazine and make use of the mood board
  - Graphic designer
  - Photographer
  - Illustrator / graphic artist
  - Creative director



# Clients

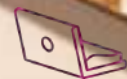
- Clients are the people or the company who are paying for a product to be produced
- A client brief will be produced which sets out their expectations for the project
  - Choices of colours, types of images, style, feeling will all need to meet the clients brief and expectations
  - It is far easier to show a client a choice of mood boards than develop a full product which they then reject





# Physical mood boards

- Physical mood boards are where actual images, swatches, textures and objects are placed on a board
- They can be made with:
  - Card or paper
  - Cork boards
  - Whiteboards
  - An area of a wall
- What types of item can't be added to a physical mood board?



# Digital mood boards

- Digital mood boards are made using a computers or possibly a tablet
- Software that may be used includes:
  - Image editing software such as Photoshop
  - Presentation software such as PowerPoint
  - Desktop publishing software
  - Other more specialised software for making mood boards



# Sound and video mood board

- <https://www.youtube.com/watch?v=1A-tepzfhJw>

# Worksheet 3

- Complete **Task 4** on **Worksheet 3**



# Creating a mood board

- Some tips for creating mood boards
  - The content needs to be coherent around a style and feeling and relate to the brief given
  - Whilst images are important for a mood board, remember to include colour schemes, typography (text styles) and even textures
  - A mood board isn't meant to show how the final product will look, but to give inspiration and ideas for the feel and style
  - Mood boards can contain extra annotation to show extra thoughts and ideas
- How would you review a mood board once it has been made?





# Reviewing a mood board

## 1. Think of the user or client

- A mood board is made for a client. Do they like the feel?
- It will also be used by other people in the creative team. Will they understand the style and feel you are creating? Annotation will help here

## 2. Does it meet the client brief and requirements?

## 3. Does it include appropriate items such as images, colours, typography or textures?

## 4. Does it mention the structure?

- Remember mood boards should not be formally laid out or squashed into one corner



# Identifying improvement areas

- 'High Adventure' is a forest, high-ropes attraction that is looking to advertise their experience through leaflets and posters
- The following mood board has been created
  - What are the effective features of the mood board?
  - How could it be improved?



# Features and improvement

Answers

- Effective features
  - Photos are all consistent and give a feel for the activity
  - Photo of boy having fun shows an emotion for future products
  - Inclusion of more than one type of media
- Areas for improvement
  - Text colour doesn't match the photos
  - Font is serif – a sans-serif font would be more modern and suitable for the audience, more font choices should be given
  - The clipart doesn't fit the style / is too young for the audience
  - No colour scheme / colour palette is included



# Worksheet 3

- Complete **Task 5** on **Worksheet 3**



# Plenary

- Work in a pair
  - What is the purpose of a mood board?
  - What are at least **four** different types of content you can add to a mood board?
  - Who is a mood board created for?





# Mood boards

- Purpose
  - To generate ideas and inspiration
  - To give a 'feel' for a product which will be made
- Types of content
  - Images
  - Typography (font style, formatting)
  - Colours (colour scheme, swatches)
  - For physical mood boards - fabrics / textures / for digital mood boards - sound and video
- **Mood boards are for clients or the creative team to get a feel of a future product**



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4

# Creative iMedia

Cambridge Nationals  
Level 1/2

## Scripts

**R093 Pack B**  
Pre-production planning



PG ONLINE

# Objectives

- Understand the purpose and uses for scripts
  - Know who uses scripts
  - Describe the components of scripts
- Analyse a script
  - Understand what makes scripts effective
  - Identify areas for improvement of a script

# Starter

- Actors will be given a script with dialogue before any filming occurs
  - Who else will make use of a script?





# Script

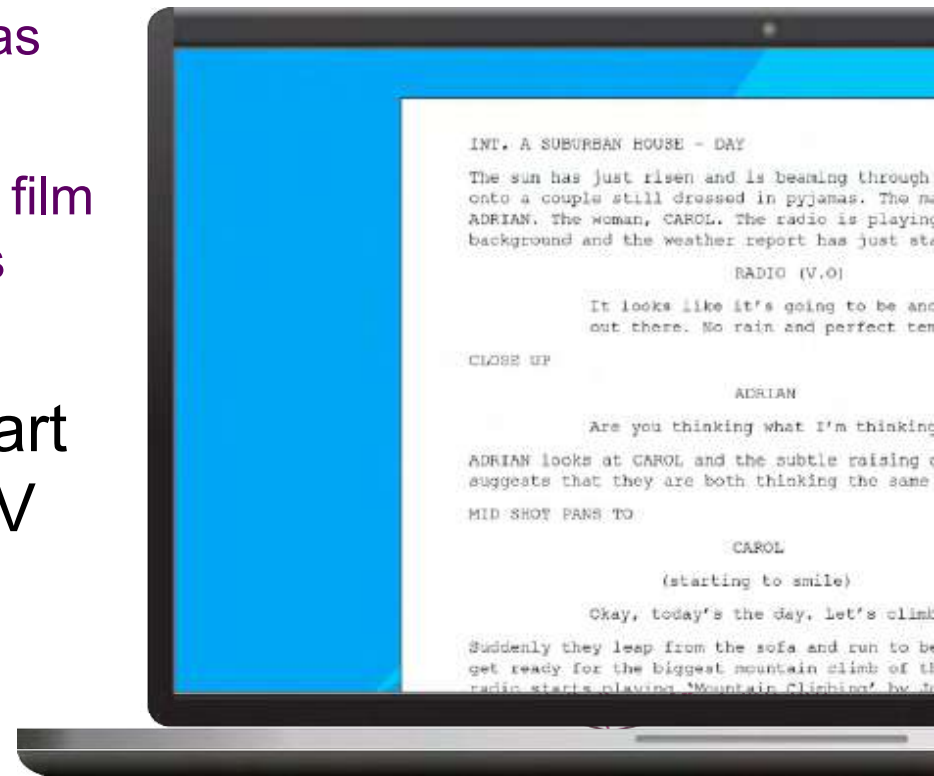
Answers

- Scripts are used by:
  - Actors
  - Narrators
  - Directors
  - Film crew
  - Sound editors
  - Continuity



# Script purposes

- Scripts contain:
  - Dialogue for actors (what the actors will say)
  - Which characters are in the scene and some stage directions
  - Location information – such as in a building or in a park
  - Additional information for the film crew, such as camera angles and sound effects
- Scripts are also used as part of a pitch to get a film or TV programme produced



# When are scripts used?

- Scripts are used for:
  - Films
  - TV programmes
  - Animation
  - Computer games (video sequences or character interaction)
  - Radio broadcasts
  - Advertisements



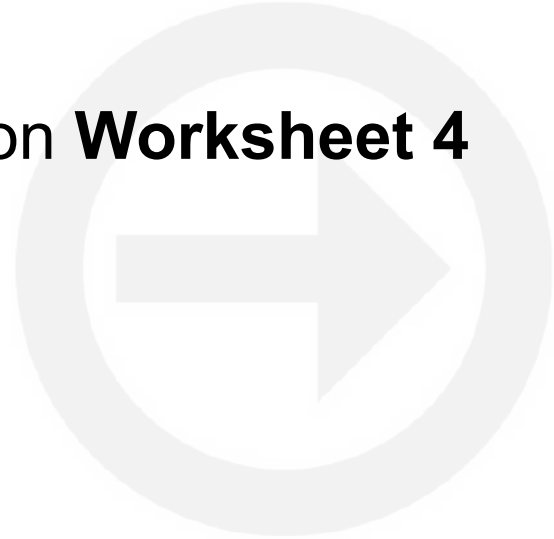
# Who uses scripts?

- Scripts will be used by most production staff.  
For instance:
  - A director will use the script throughout the production. It will help to inspire them with creative ideas
  - Actors will use the script to understand the dialogue and emotions that are required of them
  - A storyboard artist will make a script come to life by creating a storyboard



# Worksheet 4

- Complete **Task 1** and **Task 2** on **Worksheet 4**





# Script layout

- What do the pink, blue and green parts of the script represent?
  - What do you notice about the layout of the script?
  - What else can be included on a script?

INT. A SUBURBAN HOUSE - DAY

The sun has just risen and is beaming through a lounge window onto a couple still dressed in pyjamas. The man's name is ADRIAN. The woman, CAROL. The radio is playing in the background and the weather report has just started.

RADIO (V.O)

It looks like it's going to be another perfect day out there. No rain and perfect temperatures.

CLOSE UP

ADRIAN

Are you thinking what I'm thinking?

ADRIAN looks at CAROL and the subtle raising of the eyebrows suggests that they are both thinking the same thing.

MID SHOT PANS TO

CAROL

(starting to smile)

Okay, today's the day. Let's climb it.

Suddenly they leap from the sofa and run to bedroom door to get ready for the biggest mountain climb of their lives. The radio starts playing 'Mountain Climbing' by Joe Bonamassa.

EXT. FRONT DRIVE

LONG SHOT

ADRIAN and CAROL are now changed and ready for mountain climbing. They run towards their car, an old red pickup truck.



# Script components

Answers

- Locations
- Shot types
- Character names

Locations and shot types  
(in capitals) / Descriptions

Dialogue or  
voice over (V.O.)

Character's name

INT. A SUBURBAN HOUSE - DAY

The sun has just risen and is beaming through a lounge window onto a couple still dressed in pyjamas. The man's name is ADRIAN. The woman, CAROL. The radio is playing in the background and the weather report has just started.

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EXT. FRONT DRIVE

LONG SHOT

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# Other script components

Answers

- Scripts also show:
  - Direction, such as what is happening in the scene and character interaction
  - A description of the scene
  - Dialogue, including intonation, volume and emotions
  - Sounds such as background music, actions or events



# The cover

- Before a script begins some basic information is given on the cover
  - *What information will be on the cover of a script?*





# The cover

- Cover components
  - Title
  - Scriptwriter / author
  - Date
  - Draft number

**THE LONG WALK**

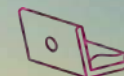
Written by  
Amy Gilliam

**SECOND DRAFT**  
Sep 3, 2022



# Locations and shot types

- Locations and shot types tend to be written at the left of a script in capitals so that they stand out
  - INT is used for interior shots
  - EXT is used for exterior shots
- *What shot types and camera movements could be used in a script?*



# Shot types in scripts

- Shot types:
  - Long shot – often used for an establishing shot (LS)
  - Close up (CU)
  - Mid shot (MS)
  - Extreme close up (ECU)
  - Extreme long shot (ELS)
- Camera movements:
  - Track and dolly
  - Pan / tilt
  - Push in / pull back



# Worksheet 4

- Complete **Task 3** on **Worksheet 4**



# Analyse a script

- Look at the script
  - Give at least **three** good points about it
  - What are at least **three** improvements that could be made to it?

INT. Basement

Mid shot

The room is cold and dark with a table in the middle. Three men in dark suits are stood around the table. They are Jack, Oscar and Richard.

JACK

If we are going to do this then it has to work. There will be no second chances.

Are we all agreed that this is the best time?

OSCAR

Yes

Close up

Richard nods slowly

CUT TO

Outside. Government building

A police car SCREECHES TO A HALT.





# Improved script

**Answers**

- Good points:

- INT for interior
- Names in capitals
- Descriptions
- Sounds
- Dialogue

- Improvements:

- Indentation of dialogue; shot types to the far left
- All shot types, locations and names in capitals
- EXT. for exterior (rather than 'Outside')

```
INT. BASEMENT
MID SHOT
The room is cold and dark with a table in the middle. Three
men in dark suits are stood around the table. They are JACK,
OSCAR and RICHARD.

 JACK
 If we are going to do this then it has to
 work. There will be no second chances.
 Are we all agreed that this is the best
 time?

 OSCAR
 Yes

CLOSE UP
RICHARD nods slowly.

CUT TO
EXT. GOVERNMENT BUILDING
A police car SCREECHES TO A HALT.
```



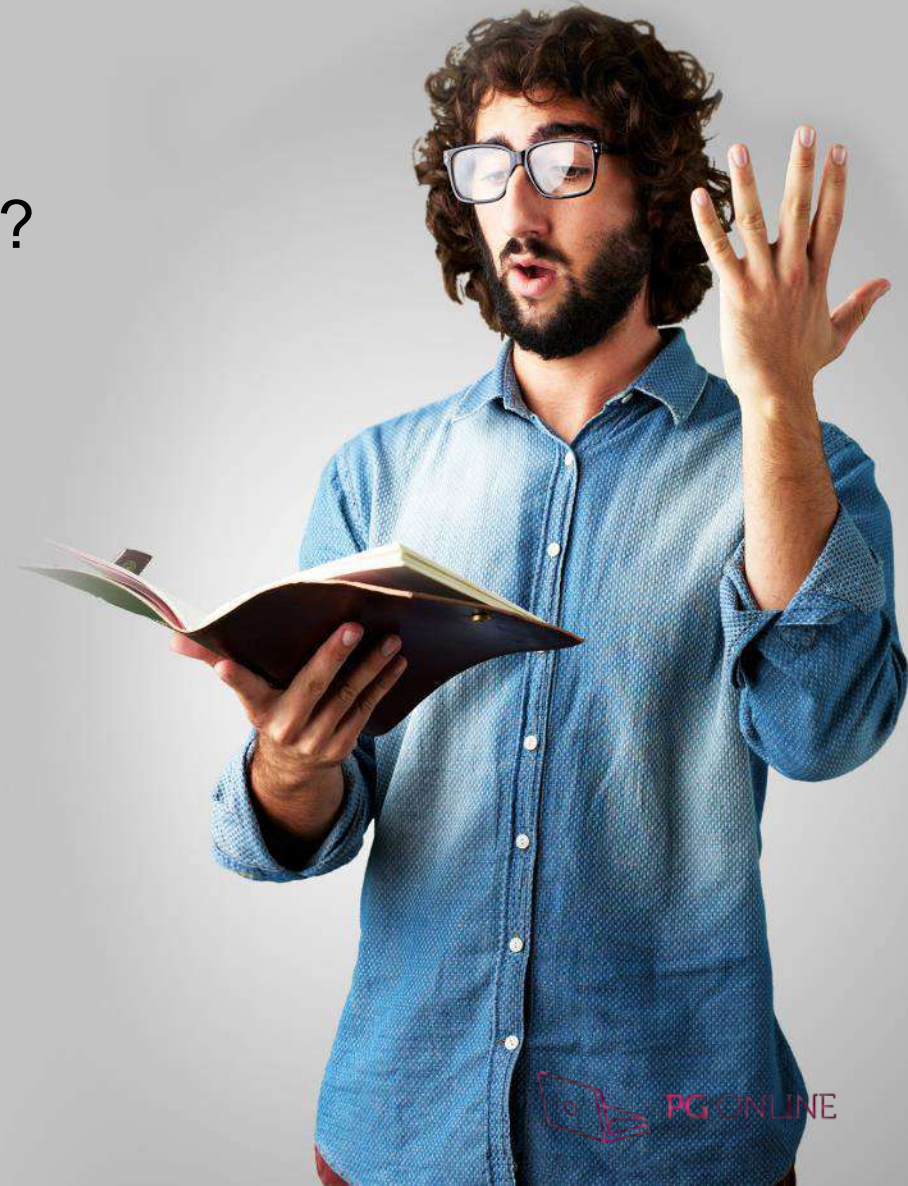
# Worksheet 4

- Complete **Task 4** on **Worksheet 4**



# Plenary

- What are **five** tips that will help when reading a script?



# Plenary

**Answers**

- Possible tips:
  - Indentation of character names and dialogue
  - Character names in capitals
  - Contain camera directions such as close up (CU)
  - INT (interior) and EXT (exterior)
  - Purposes – such as contains all characters required for each scene
  - Uses – such as film, video, animation, game character sequences
  - Character stage directions are included on the left margin



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# Creative iMedia

Cambridge Nationals  
Level 1/2

## Storyboards

**R093 Pack B**  
Pre-production planning



PG ONLINE

# Objectives

- Understand the purpose and uses for storyboards
  - Know who uses storyboards
  - Describe the components of storyboards
  - Understand what makes a storyboard effective
- Create a storyboard
  - Identify areas for improvement of a storyboard

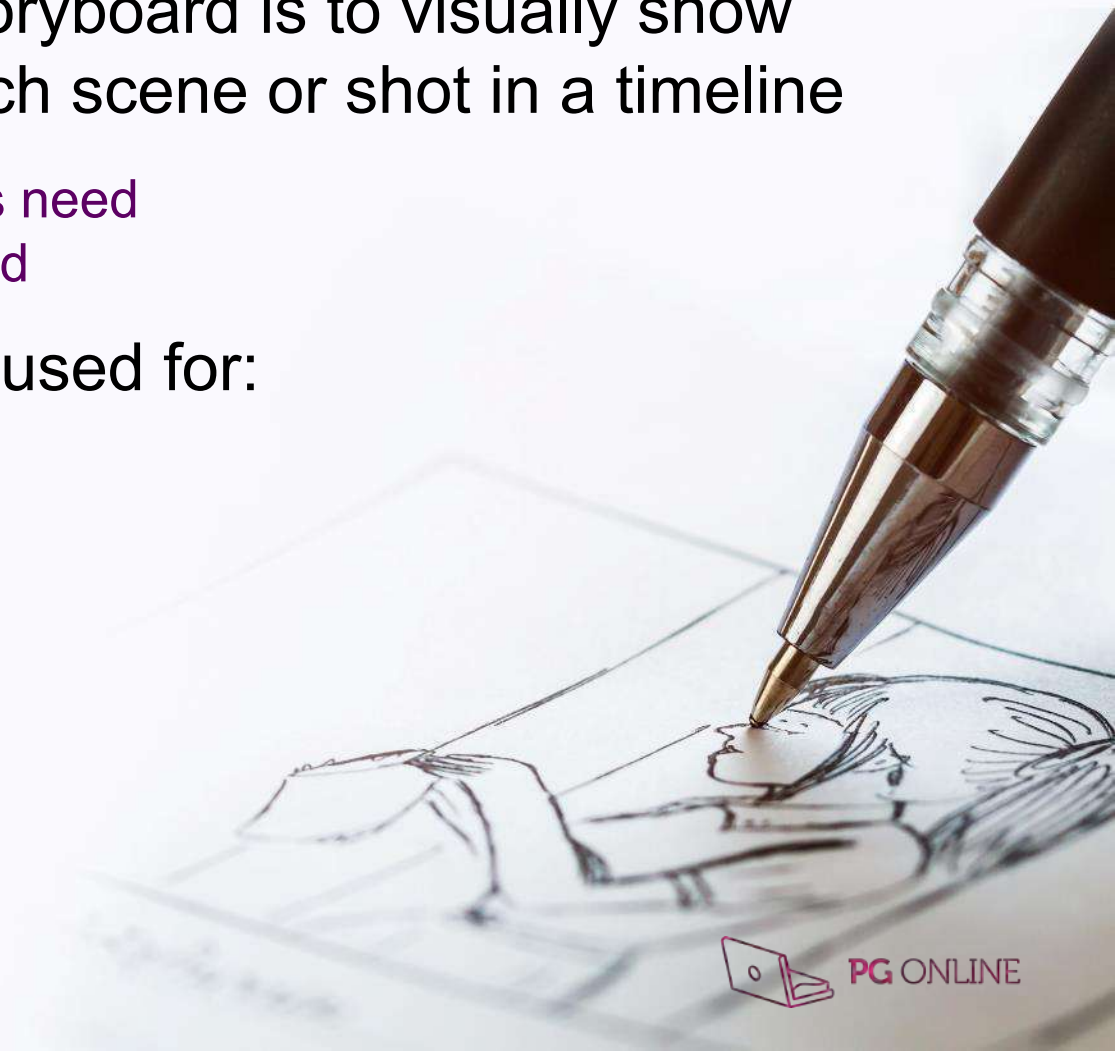
# Starter

- Making a film can be very expensive
  - What pre-production document will be produced so that the camera crew and director understand exactly what needs to be filmed and avoid wasting time?



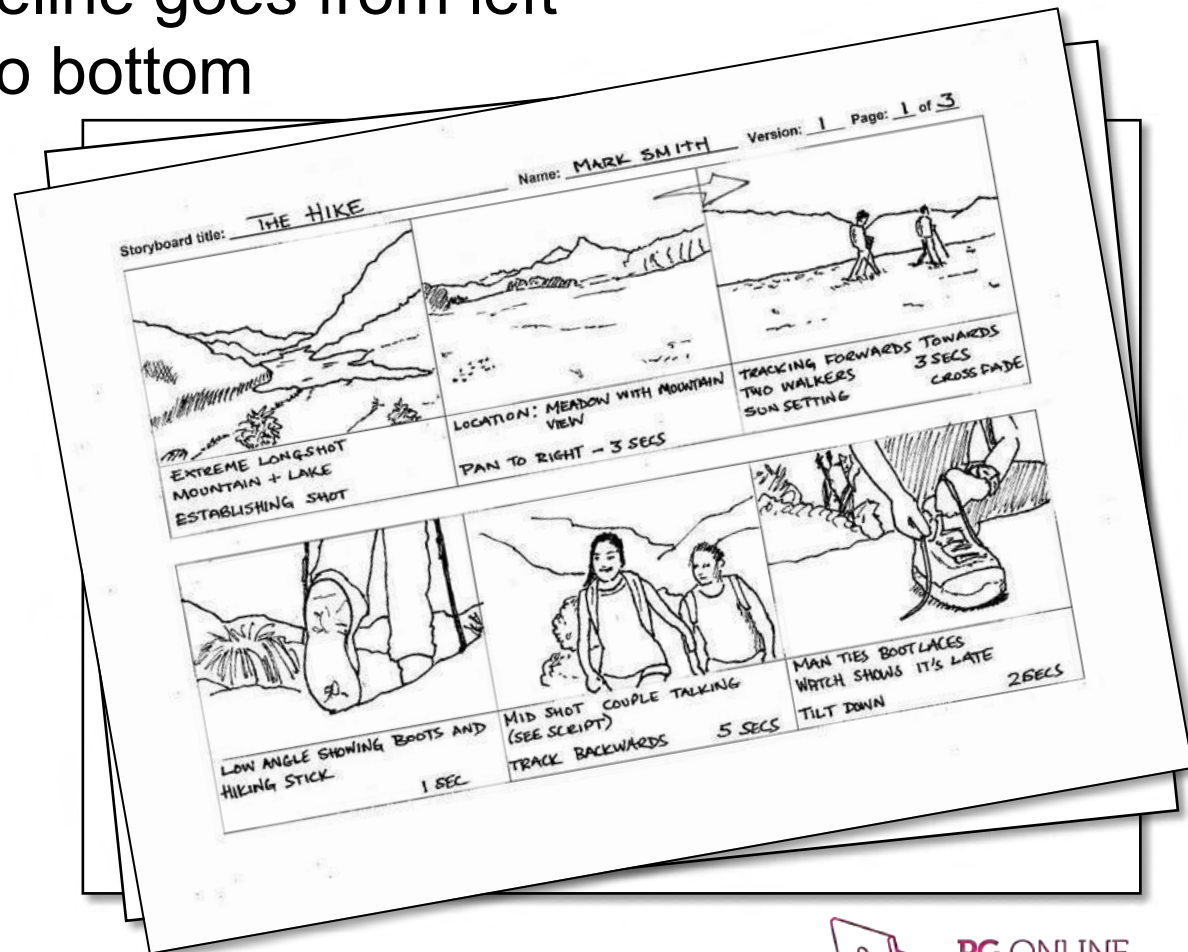
# Storyboards

- The purpose of a storyboard is to visually show what happens in each scene or shot in a timeline
  - It shows what scenes need to be filmed or created
- Storyboards can be used for:
  - Films and videos
  - Animation
  - Computer games



# Storyboard example

- A storyboard timeline goes from left to right and top to bottom
- What are the components of this storyboard?





# Storyboard components

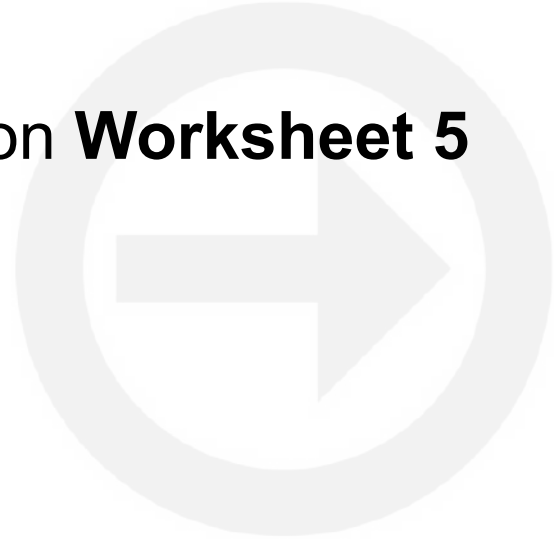
- The following are the components of the example storyboard:
  - Title of the project / storyboard
  - Author name
  - Version number
  - Page number
  - A drawing or sketch of each scene or shot
  - Additional information about the scene





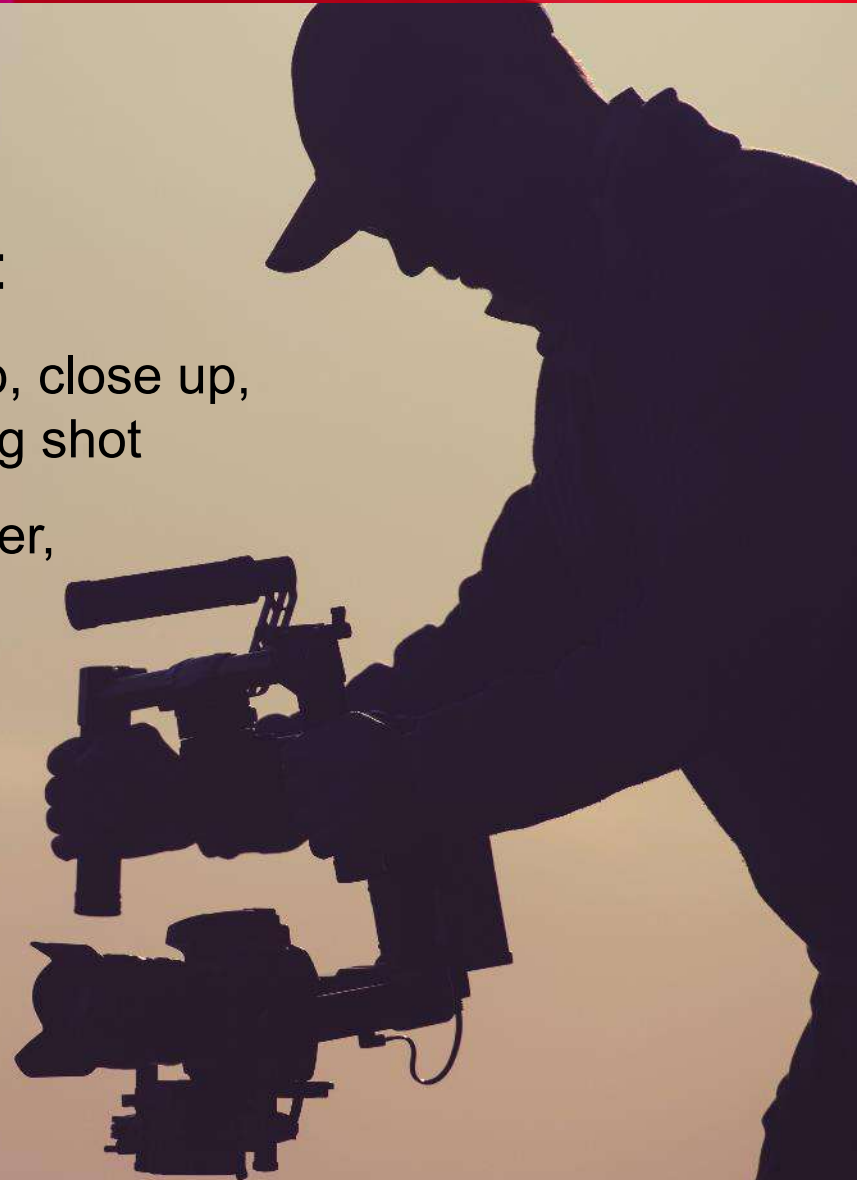
# Worksheet 5

- Complete **Task 1** and **Task 2** on **Worksheet 5**



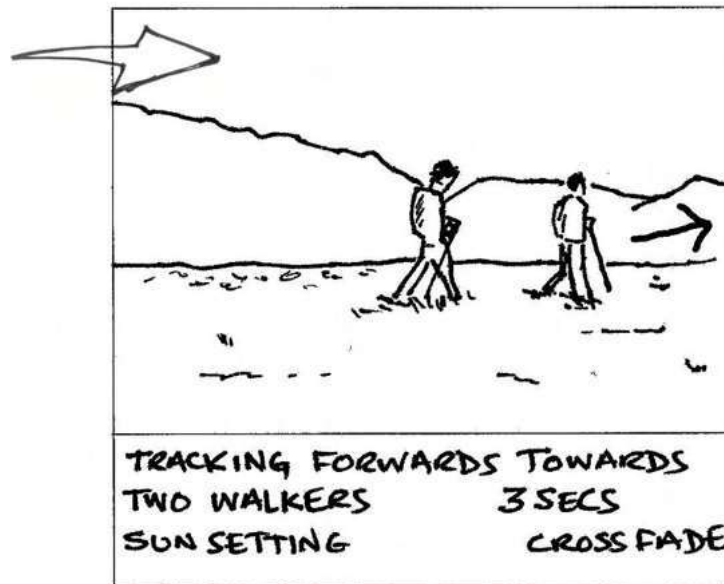
# Review

- Explain each of the following:
  - Camera shots: extreme close up, close up, mid shot, long shot, extreme long shot
  - Camera angles: over the shoulder, low angle, high angle, aerial
  - Camera movement: pan, tilt, zoom, track and dolly



# Storyboard frames

- What is contained in one storyboard frame?



# Storyboard frames

- What is contained in one storyboard frame?

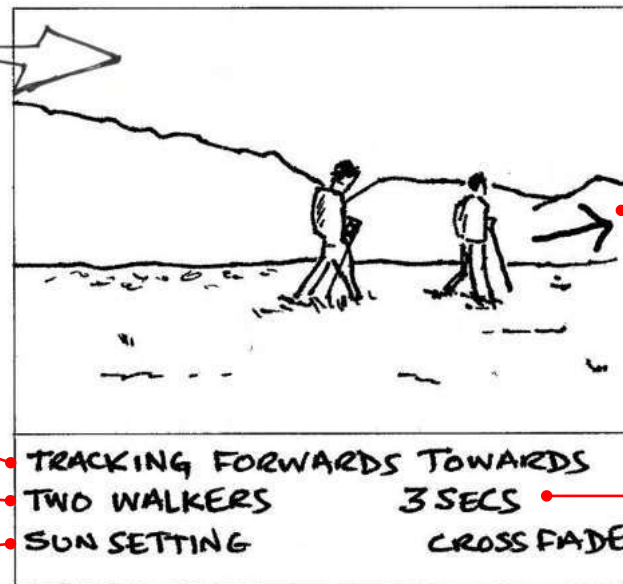
Arrow to show camera movement from one frame to another

Important character movements

Camera movement

Scene description

Lighting or time of day instructions



Timings

Transitions

- What else can be included for one storyboard frame?



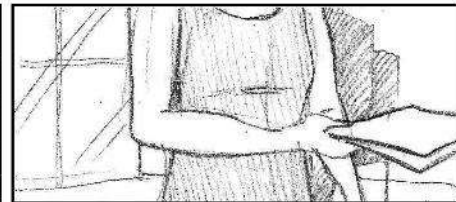
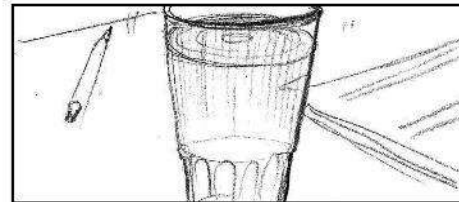
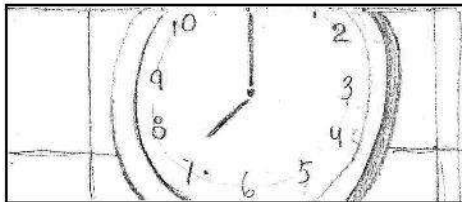
# Storyboard comments

- The following can also be considered as part of a storyboard:
  - Location information
  - Camera angles
  - Camera shot types
  - Sound information such as dialogue, sound effects, ambient sound and music



# Scenes

- Each box will show what happens in the scene or shot
  - Scenes may be numbered in a corner and different camera angles of the same scene may be labelled with letters, e.g. 1A, 1B, 1C
- Descriptions will add further information
  - They don't need to add anything obvious from the drawing
- How many scenes are in the storyboard below?





# Timings

- Timings can be given for scenes in the notes section
  - Timings are useful to give an overall feel of how long the scenes and film might be
  - They can help to indicate which shots will be longest or the most important



# Location

- Locations are useful when added to a storyboard
  - Filming or photography can take place outdoors or in a studio, sometimes using a green screen
- Possible locations are:
  - Studio (Indoors)
  - Soundstage (Indoors)
  - Outdoor locations
- What are the advantages and disadvantages in each of these locations?



# Locations

| Location          | Advantages                                                                                               | Disadvantages                                                                                                 |
|-------------------|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Studio            | Controlled environment (no problems with the weather)                                                    | Hire fee to rent the studio<br>Lighting equipment needed                                                      |
| Soundstage        | Very large space for big budget films and TV productions<br>A controlled environment with sound proofing | Very expensive<br>Set building required<br>Equipment and lighting hire needed                                 |
| Outdoor locations | Provides a realistic environment<br>Worldwide choice of locations<br>Costs vary                          | Weather conditions may prevent filming<br>Permits required and time restrictions<br>Additional safety factors |

# Sound

- Sounds in video, film, games and animation include:
  - Dialogue
  - Sound effects
  - Ambient sound
  - Background music
- They are included in the script
  - Important sounds that lead to a reaction can be included in the storyboard
  - The storyboard can refer to dialogue in the script



# Transitions

- These are techniques used to join two shots together
  - These are normally done in editing, but information about them can be added to a storyboard especially where it affects filming of a scene

- Transitions include:

Cut



Shot 1:  
Mid shot

Transition

Shot 2:  
Long shot

Fade in/out



Dissolve



Wipe



00:00s

00:10s

00:15s

00:20s

00:25s

00:30s

00:35s

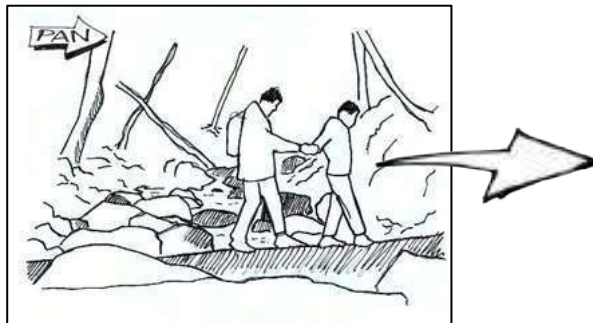
00:40s

Timeline



# Action

- There are two types of action that can be shown in a storyboard
  - Movement of actors or objects
  - Camera movement
- Arrows are often used to show movement
  - They can have descriptive writing inside them



Long shot. Couple climbing boulders across river.  
Pan from left to right.





# Worksheet 5

- Complete **Task 3** on **Worksheet 5**



# Users of storyboards

- Storyboards are made by a creative design team
  - A director will work with a storyboard artist to storyboard each shot
  - Many versions of certain scenes may be made
  - Ideas will be shown to a client
- Production staff will need to see the storyboard so that time isn't wasted
  - What type of people will this include?



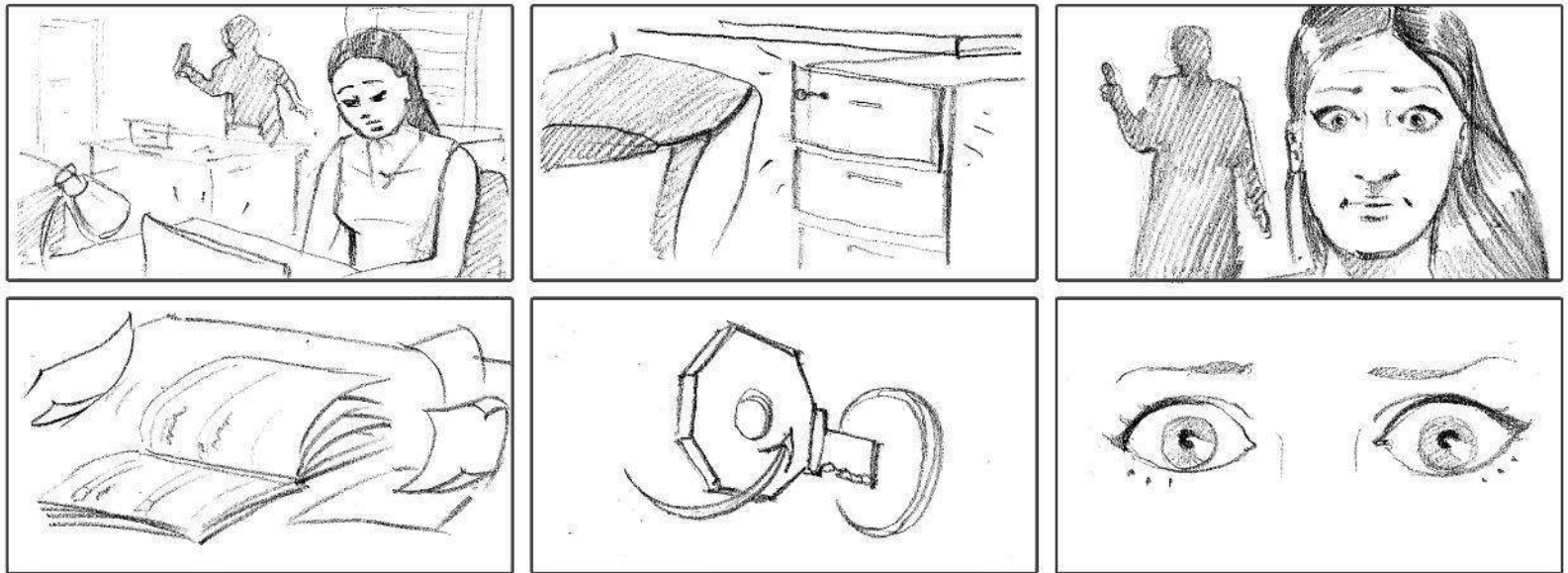
# Users of storyboards

- In film the following may need to see the storyboard:
  - Location manager
  - Lighting crew
  - Camera operators
  - Actors , stunt performers, animal handlers
- In animation or games, the animators, 3D modellers and game programmers will need to see the storyboard to understand the requirements



# Storyboard improvements

- Look at the following storyboard

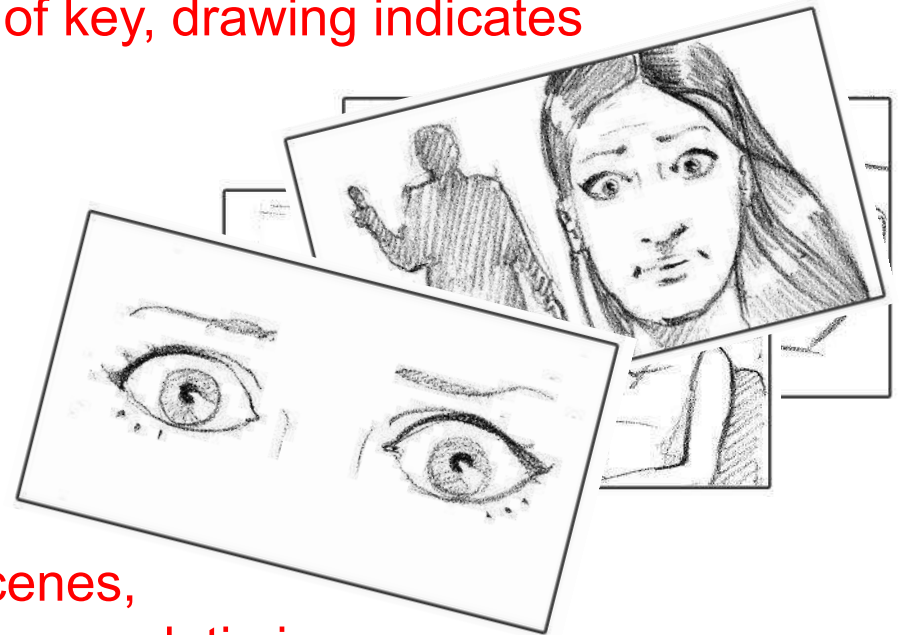


- What is good about it?
- What could be improved?

# Storyboard improvements

Answers

- Good points:
  - Clear drawings, camera angles and shot types very clear, arrow to indicate movement of key, drawing indicates movement of papers
- Improvements:
  - Add arrows to indicate any camera movement such as tracking, tilt/pan, zoom, track and dolly
  - Add description about the scenes, camera movements, lighting, sound, timings
  - Add title name, author name and page numbers



# Worksheet 5

- Complete **Task 4** on **Worksheet 5**





# Plenary

- For a storyboard, identify:
  - Four things to be included in it
  - Three people who may use it
  - Two types of storyboard
  - One purpose for a storyboard



# Plenary

- **Four** things that may be included in a storyboard
  - Scene numbers, scene content/sketches, timings, camera shots, camera angles, camera movement, lighting, sound
- **Three** people who may use it
  - Creative designer, director, production crew (camera operators, lighting), animators, games production team
- **Two** types of storyboard
  - Digital, physical
- **One** purpose for a storyboard
  - Show visually in a timeline how a film/animation will look



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# Creative iMedia

Cambridge Nationals  
Level 1/2

## Visualisation diagrams

**R093 Pack B**  
Pre-production planning



PG ONLINE

# Objectives

- Understand the purpose and uses for visualisation diagrams and asset logs
  - Know who uses these documents
  - Describe the components of these documents
  - Understand what makes these documents effective
  - Identify areas for improvement in these documents



# Starter

- Look at the front cover for a fashion magazine
  - If you had to create a rough sketch to give a designer to create this magazine, what would need to be included?





# Starter

Answers

- The sketch may contain:
  - A rough sketch of a woman and her pose
  - The title
  - Where the text will go and annotation about typography and what the text will be used for
  - Placement of other features such as barcode, date and issue number



# Visualisation diagrams

- A visualisation diagram shows how a final product will look
  - A good visualisation diagram could be given to a graphic designer and **have enough information for them to make the final product**
- Visualisation diagrams help to:
  - Show the layout of a final product
  - Show the colour scheme and font choices / typography
  - Allow a client or others in a design team to see how the final product will look before it is created



# Example visualisation diagram

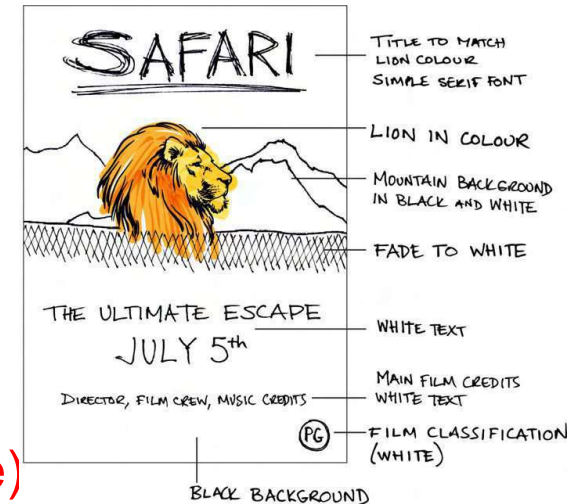
- The visualisation diagram is for a poster for a film called 'safari'
  - What elements have been included in the sketch?
  - What other elements could be included if this was to also be on a magazine's front cover?



# Visualisation diagram elements

- In the example the following were used:

- Images / photos / graphics
- Layout and positioning of elements
- Annotation about colours to be used
- Information about typography (All caps, font size)
- Film rating (PG)



- Other elements that may be in a magazine cover:

- Logo
- Other elements such as price, barcode and publication date
- Other typography features such as font style

# Uses of visualisation diagrams

- Visualisation diagrams are used for:
  - Brochures or leaflets
  - Magazines or book covers
  - Posters
  - DVD/Blu-ray covers
  - Comic pages
  - Web pages
  - Games instruction screens, characters or environments
  - Print adverts
  - T-shirts



# Worksheet 6

- Complete **Task 1** on **Worksheet 6**





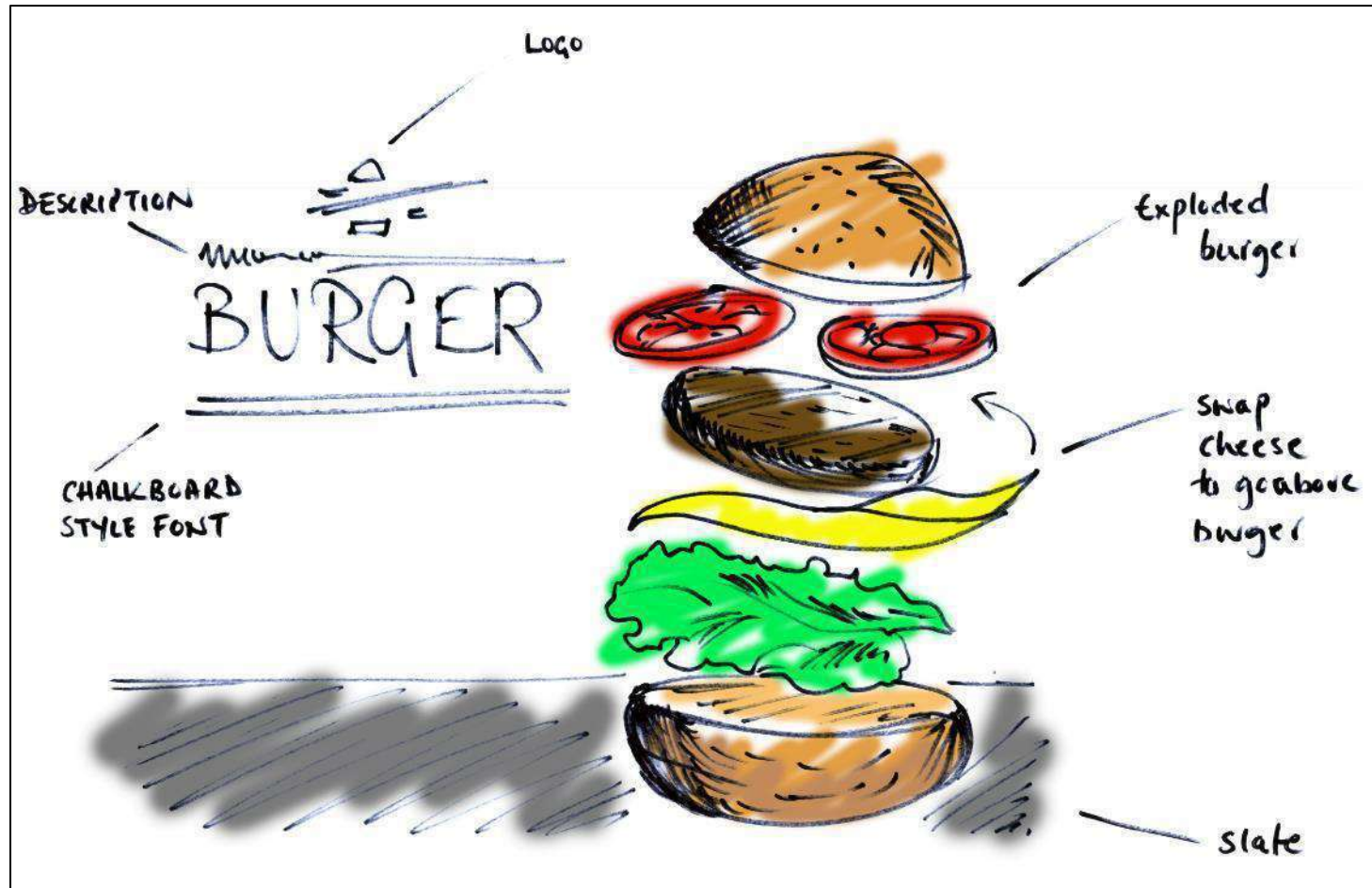
# Guess the diagram

- The poster shown is the final design
- Draw a visualisation diagram that may have been used before the creation of this poster



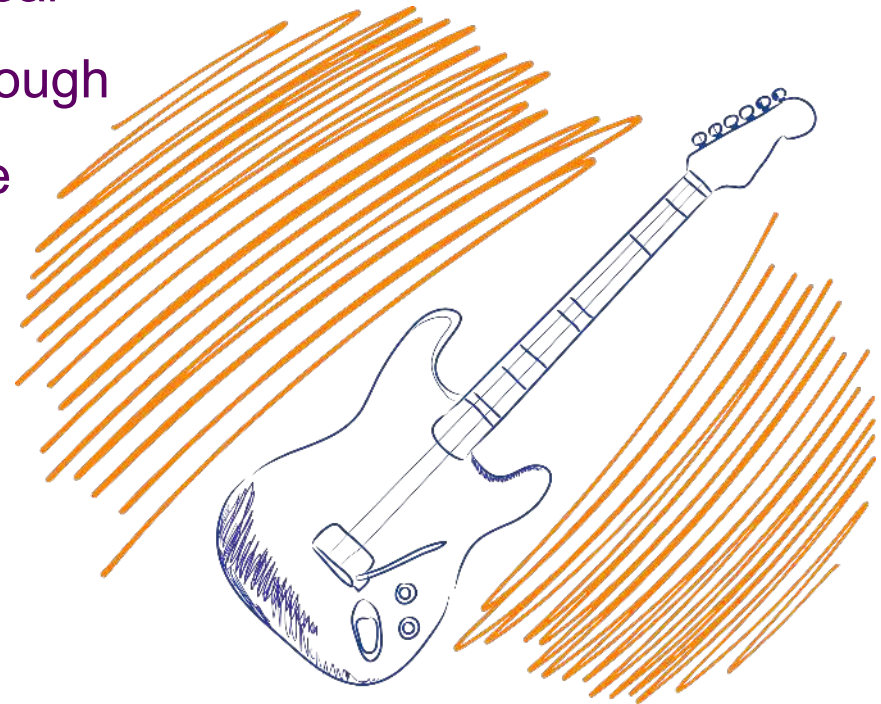
# Visualisation diagram

Answers



# Sketching images

- When sketching images, remember the following:
  - Sketches don't need to be perfect but they need to indicate how the final product will appear
  - A box saying 'photo' is not enough
  - Backgrounds don't need to be fully filled in – a set of lines can quickly indicate a background colour
  - Annotation can be used to indicate colour and features of any images



# Types of visualisation diagram

- Visualisation diagrams can be produced as:
  - Hand-drawn diagrams (or assets cut-out and stuck on a page)
  - Digital diagrams
- What software could be used to make a digital diagram?

# Software for digital diagrams

- Software for making digital visualisation diagrams
  - Word
  - PowerPoint
  - Desktop publishing software (Publisher / InDesign)
  - Graphics editing software (Photoshop)





# Digital visualisation diagrams

- Digital visualisation diagrams may use images a client already owns or stock photography before licences are purchased
  - Watermarks may be on images at this stage
  - Whilst the same software may be used to make both the digital visualisation diagram and final product, the visualisation diagram will be far faster to produce
  - The example on the right is for a new rollercoaster called Haunted forest



Remove white background, rollercoaster  
invert colour to white





# Worksheet 6

- Complete **Task 2** on **Worksheet 6**



# Diagram users

- A visualisation diagram:
  - will be used by the graphic designers or the creative team who produce the final product
  - will be seen by the client who approves the idea



# Effective diagrams

- For visualisation diagrams to be effective they should meet the following points:
  - Meet the requirements of the client brief
  - Show what the final product will look like
  - Show the positioning of items
  - Show colours to be used
  - Have drawings which get key ideas for artwork across
  - Are annotated to explain further information such as the typography, images or colours to be used



# Identifying improvement areas

- A forest high ropes attraction is making a poster to advertise themselves in local shops
- The following visualisation diagram has been created
  - What are the good features of the diagram?
  - How could it be improved?



# Features and improvements

Answers

- Good features:
  - Clear title and slogan with indication of their relative sizes
  - Clear graphic demonstrating walking through the forest
  - Overall layout clear
- Improvements:
  - No information about colours to be used
  - No annotation with additional information
  - Other contact information and prices missing
  - No reference to end use, i.e. poster, flyer, card



# Worksheet 6

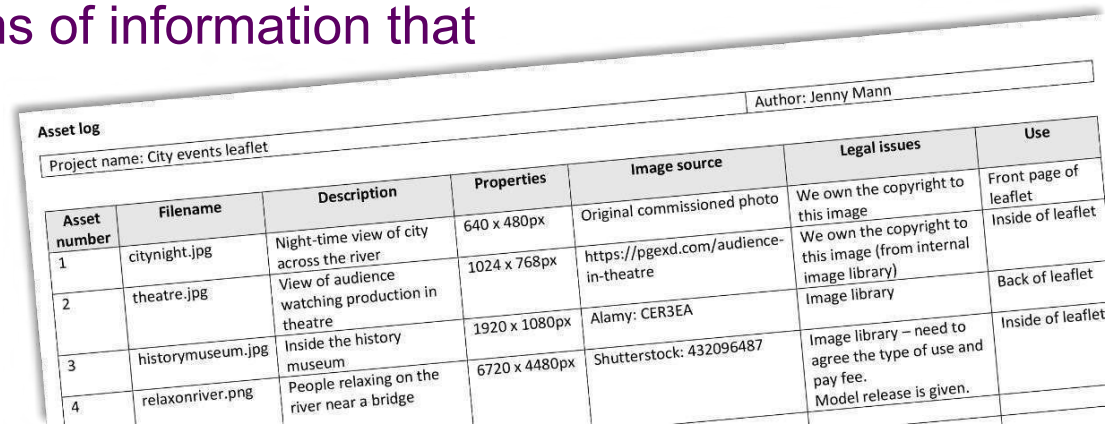
- Complete **Task 3** on **Worksheet 6**





# Asset logs

- When making media products, other assets are often used
  - For instance, a poster may make use of stock photography, or a film could use stock footage
- It is important that all assets used in media products are recorded
  - A simple table, known as an asset log, may be used to do this
  - Give at least **five** items of information that need to be recorded for each asset



The image shows a sample asset log table. At the top right, it says 'Author: Jenny Mann'. The table has five columns: Asset number, Filename, Description, Properties, and Image source. It contains four rows of data for different assets used in a 'City events leaflet' project.

| Project name: City events leaflet |                   |                                                 |               |                                                                                           | Author: Jenny Mann                                                                 |                       |
|-----------------------------------|-------------------|-------------------------------------------------|---------------|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------|
| Asset number                      | Filename          | Description                                     | Properties    | Image source                                                                              | Legal issues                                                                       | Use                   |
| 1                                 | citynight.jpg     | Night-time view of city across the river        | 640 x 480px   | Original commissioned photo                                                               | We own the copyright to this image                                                 | Front page of leaflet |
| 2                                 | theatre.jpg       | View of audience watching production in theatre | 1024 x 768px  | <a href="https://pgexd.com/audience-in-theatre">https://pgexd.com/audience-in-theatre</a> | We own the copyright to this image (from internal image library)                   | Inside of leaflet     |
| 3                                 | historymuseum.jpg | Inside the history museum                       | 1920 x 1080px | Alamy: CER3EA                                                                             | Image library                                                                      | Back of leaflet       |
| 4                                 | relaxonriver.png  | People relaxing on the river near a bridge      | 6720 x 4480px | Shutterstock: 432096487                                                                   | Image library – need to agree the type of use and pay fee. Model release is given. | Inside of leaflet     |

### Asset log

Project name: City events leaflet

Author: Jenny Mann

| Asset number | Filename          | Description                                     | Properties    | Image source                                                                              | Legal issues                                                                          | Use                   |
|--------------|-------------------|-------------------------------------------------|---------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------|
| 1            | citynight.jpg     | Night-time view of city across the river        | 640 x 480px   | Original commissioned photo                                                               | We own the copyright to this image                                                    | Front page of leaflet |
| 2            | theatre.jpg       | View of audience watching production in theatre | 1024 x 768px  | <a href="https://pgexd.com/audience-in-theatre">https://pgexd.com/audience-in-theatre</a> | We own the copyright to this image (from internal image library)                      | Inside of leaflet     |
| 3            | historymuseum.jpg | Inside the history museum                       | 1920 x 1080px | Alamy: CER3EA                                                                             | Image library                                                                         | Back of leaflet       |
| 4            | relaxonriver.png  | People relaxing on the river near a bridge      | 6720 x 4480px | Shutterstock: 432096487                                                                   | Image library – need to agree the type of use and pay fee.<br>Model release is given. | Inside of leaflet     |

# Asset log components

- Information that may be recorded on an asset log (here we assume the assets are images):
  - An ID number or stock image number
  - The filename
  - A description of the image
  - The source of the image
  - Properties of the image, such as the image size/resolution
  - Legal issues – for instance, does a licence need to be purchased, does permission need to be obtained, or has a model release form been signed?
  - Where / how the image is being used



# Asset log users

- Many people will need access to an asset log including:
  - **Graphic designers** and **illustrators** who make use of image assets
  - **Video editors** and **sound editors** who make use of stock footage
  - **Photographers** who need to obtain model release forms/permissions
  - **Editors** of books, magazines and newspapers
  - **Production managers** who need to make sure licences are obtained and that all assets may legally be used



# Worksheet 6

- Complete **Task 4** on **Worksheet 6**



# Plenary

- Work in a pair
  - Who will make use of a visualisation diagram once it has been produced?
  - What are at least **four** different features that are included in visualisation diagrams?





# Visualisation diagrams

- People who use a visualisation diagram:
  - Normally a graphic designer or others in the creative team
  - The client may wish to see the visualisation diagram before the final product is produced
- Visualisation diagram features:
  - Images / photos / graphics
  - Layout and positioning of elements
  - Annotation to indicate colours and other image details
  - Typography information
  - Other elements such as logos, price, barcode and publication date



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# Creative iMedia

Cambridge Nationals  
Level 1/2

## Wireframes and flow charts

**R093 Pack B**  
Pre-production planning



PG ONLINE

# Objectives

- Understand the purpose and uses for wireframes and flow charts
  - Know who uses wireframes and flow charts
  - Describe the components of wireframes and flow charts
  - Understand what makes wireframes and flow charts effective
- Create a wireframe and flow chart
  - Identify areas for improvement of a wireframe and flow chart

# Starter

- When a fire alarm rings, what are the actions that you have to take?
  - How could this be represented as a diagram?



# Starter

Answers

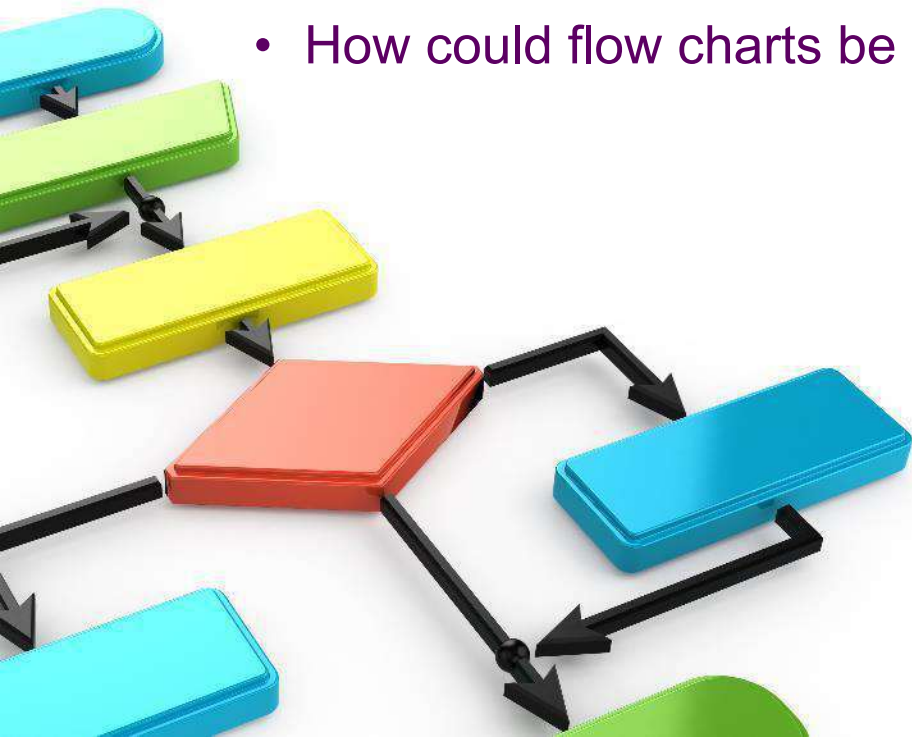
- Every school or organisation will be different, but the process may be similar to the following:
  - If you cannot escape, use the fire extinguisher
  - Raise the alarm
  - Leave the building by the nearest fire exit
  - Ring 999 and ask for 'fire brigade'
  - Go to the nearest assembly point
- This process could be shown as a flow chart





# Purpose of flow charts

- Flow charts allow problems to be broken down into separate processes
  - Flow charts also show decisions that need to be taken by organisations, people or programs
  - How could flow charts be used within the media industry?



# Flow chart uses

- Flow charts could be used in many situations, such as:
  - Organisational processes – such as what do in an emergency in a TV studio
  - Instructions on a process for using equipment safely
  - Algorithms or processes that will be needed on a website
  - Algorithms or processes for characters in a computer game
- What jobs roles may make use of flow charts in the above situations?



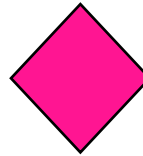
# Users of flow charts

- What job roles may make use of flow charts in the above situations?
  - Organisational processes – such as what do in an emergency in a TV studio  
Production manager, director/editor, camera operator, audio technician, key talent (presenters/actors)
  - Algorithms or processes that will be needed on a website  
Web designer, web developer
  - Algorithms or processes for characters in a computer game  
Programmers, animators



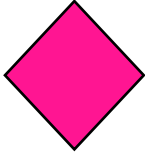
# Flow chart symbols

- What do you think following five symbols represent on a flow chart?



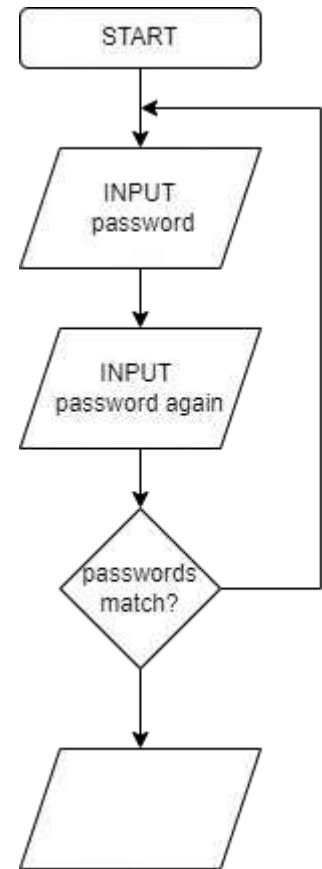
# Flow chart symbols

- What do you think following five symbols represent on a flow chart?

|                                                                                     |                                              |                                                                                     |                |
|-------------------------------------------------------------------------------------|----------------------------------------------|-------------------------------------------------------------------------------------|----------------|
|    | Terminator<br>(Used for<br>START and<br>END) |  | Decision       |
|    | Process                                      |  | Input / output |
|  | Direction of flow                            |                                                                                     |                |

# Registering for a web site

- Look at the following flow chart that will be used by a web developer for the process of a new user registering for a web site
  - How could the flow chart be improved?



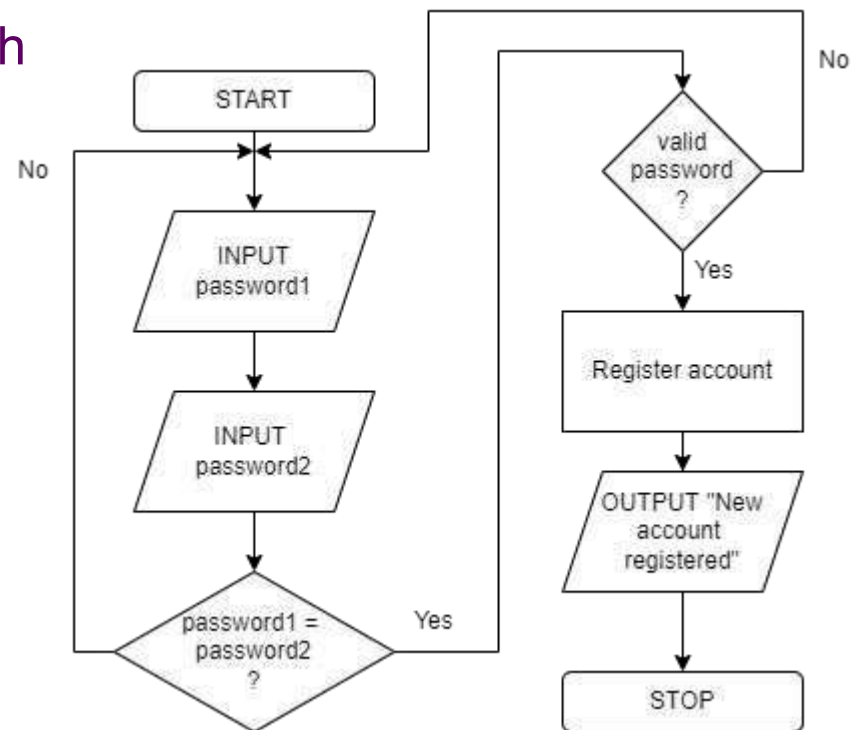


# Flow chart improvements

Answers

- Some improvements include:

- Labelling decision arrows with Yes and No
- Using variables in inputs and showing the comparison in the decision box
- A process box showing the account needs to be registered
- The output box completed
- A stop/end symbol at the end of the flow chart

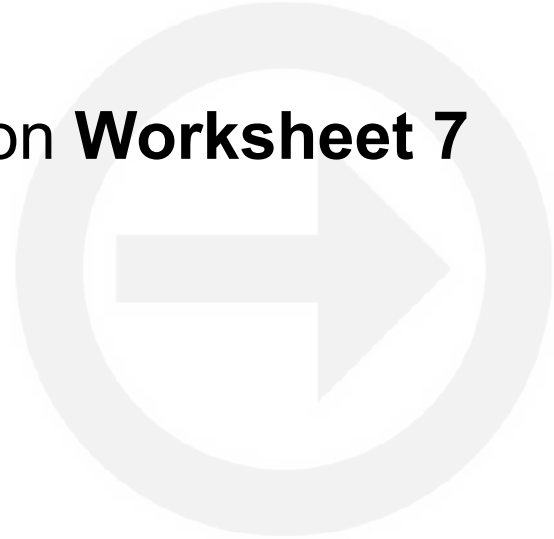


# Hardware and software

- Flow charts are usually made on computers, however, they may be made by hand
  - Basic software to make flow charts includes:  
Word-processors, presentation software,  
desktop publishing software
  - Specialist software is also used to make flow charts, such as:  
Microsoft Visio, Lucid charts, Smart Draw and many others

# Worksheet 7

- Complete **Task 1** and **Task 2** on **Worksheet 7**

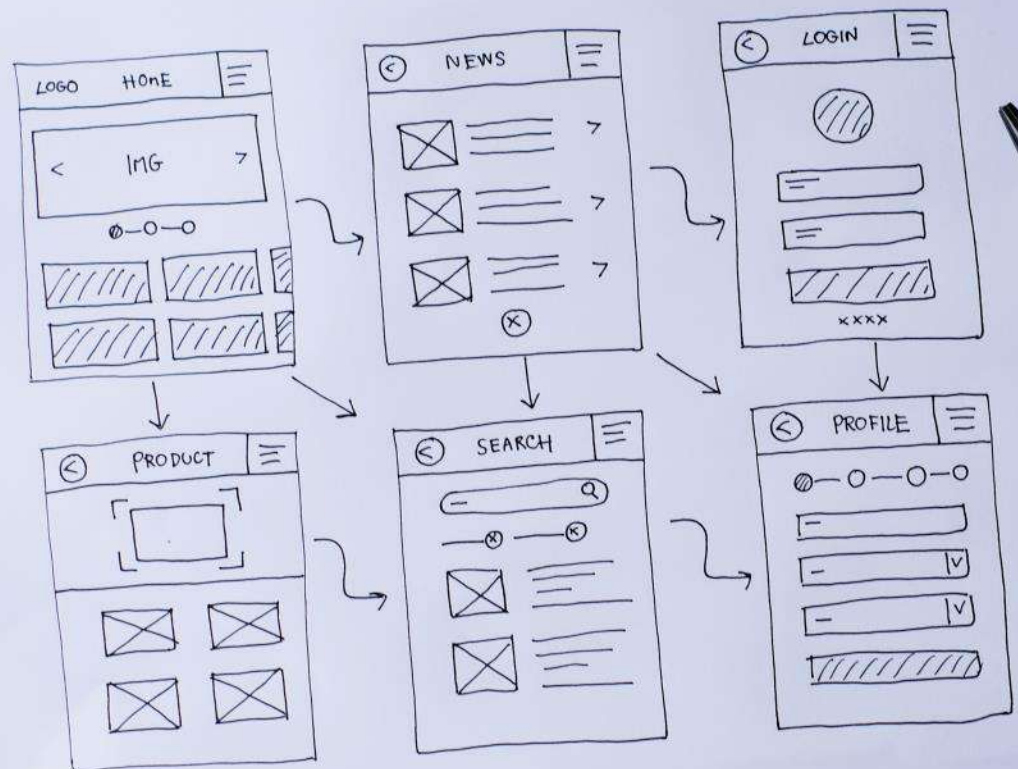


# Wireframe layouts

- Wireframe layouts are a simple way of showing the layouts of many pages or screens in media products
  - They also show how pages or screens are connected by links or actions

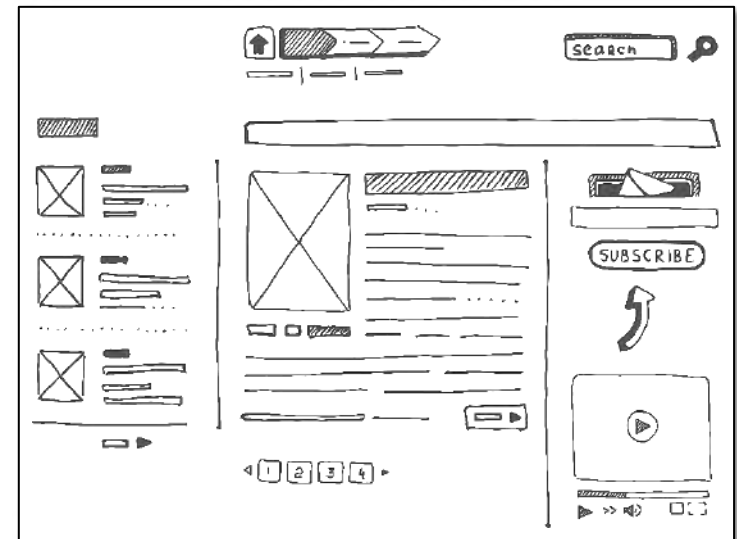
- Common uses for wireframe layouts include:

- Website pages and links
- Interactive kiosk screens
- App screens



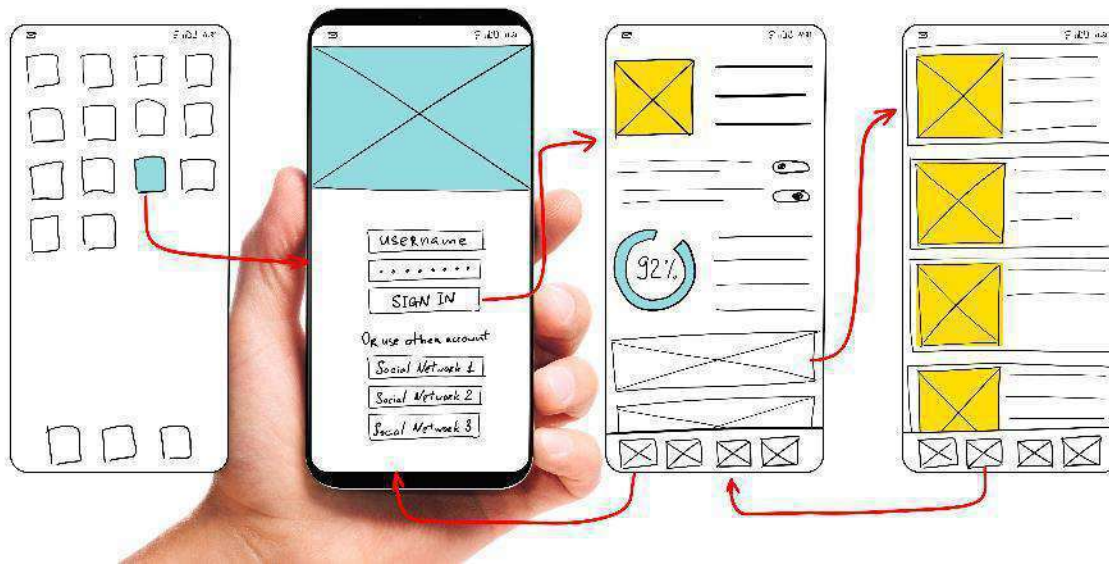
# Components of wireframes

- Wireframes are likely to show less detail than a visualisation diagram
  - The specific content used for text, images and video will likely be dynamic (it will change)
  - Images are usually indicated by a box with an X inside it
  - Text is usually indicated using lines or dummy text
  - Buttons and text boxes are indicated with squares
- Which media job roles make use of wireframes?



# Users of wireframes

- Users of wireframes include:
  - Website designers
  - Website developers
  - UX designers (User experience designers)
  - App developers / designers / programmers





# Hardware and software

- Wireframes may be made with pen and paper or using computers
- Word-processors or presentation software may be used
  - Be aware that this may take a long time to create compared to pen and paper or specialist software
  - Specialist software includes programs such as Balsamiq, UXPin or Axure RP



# Worksheet 7

- Complete **Task 3** on **Worksheet 7**



# Plenary

- Work in a pair, to give the following:
  - 1 potential user for flow charts
  - 2 potential users for wireframes
  - 3 components of wireframes
  - 4 symbols used in flow charts



# Plenary

- 1 potential user for flow charts – A large number of job roles may need to understand flow charts. In particular, **web designers or web developers** for algorithms or processes
- 2 potential users for wireframes – **Website designers, website developers, UX designers, app developers / programmers**
- 3 components of wireframes – **text indicated by straight lines, buttons/text boxes as squares, images have an X inside, shows links between screens**
- 4 symbols used in flow charts - **terminator (start/stop), input/output, process, decision, arrow/direction of flow**



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8

# Creative iMedia

Cambridge Nationals  
Level 1/2

## Hardware and software

**R093 Pack B**  
Pre-production planning



PG ONLINE



# Objectives

- Know the hardware and software used to create pre-production documents
  - Understand the hardware needed to digitise paper-based documents

# Starter

- When creating pre-production documents both hardware and software will be required
  - Name **five** items of hardware and **five** types of software that might be used



# Hardware and software

Answers

| Hardware                | Software                                                                                                               |
|-------------------------|------------------------------------------------------------------------------------------------------------------------|
| Mouse                   | Word processor                                                                                                         |
| Trackpad / trackball    | Desktop Publishing                                                                                                     |
| Keyboard                | Image editing                                                                                                          |
| Graphics tablet         | Presentation                                                                                                           |
| Touch screen and stylus | Mind mapping software                                                                                                  |
| Microphone              | Dedicated software packages such as a script or storyboard editor, wireframing software or flow chart editing software |
| Digital camera          |                                                                                                                        |
| Scanner                 |                                                                                                                        |
| Speakers                |                                                                                                                        |
| Display / monitor       |                                                                                                                        |



# Hardware

- **Hardware** is any physical part of a computer system
- Hardware parts that plug into a PC, Mac or tablet are known as **peripheral devices**
  - What hardware devices would be used to make a script?
  - How would each item be used?



# Script hardware

Answers

| Peripheral hardware device      | How it is used                                                                    |
|---------------------------------|-----------------------------------------------------------------------------------|
| Monitor / display / touchscreen | To see the script as it is being written and ensure the layout is correct         |
| Keyboard                        | To write the script                                                               |
| Mouse                           | To select different sections of the script (to add to them or cut and paste them) |

Remember to be careful which hardware devices you choose for a task

# Multiple displays

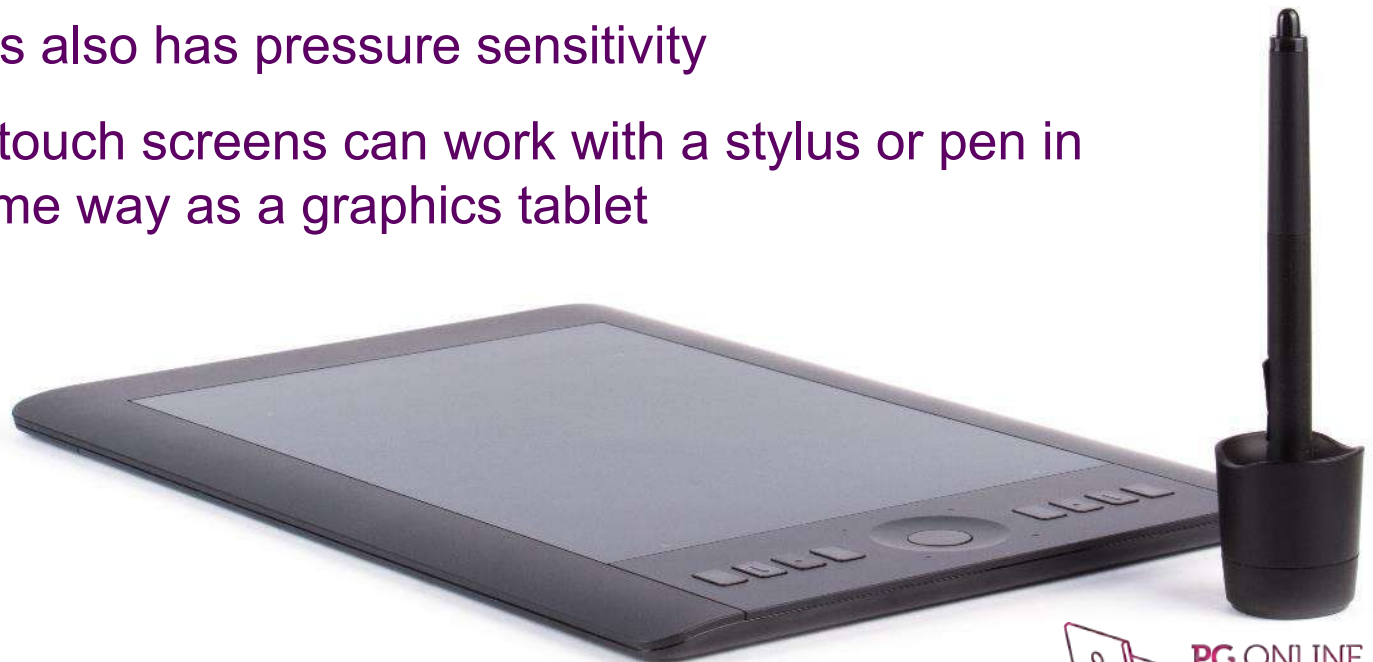
- Designers will often use more than one display when creating graphics
- Storyboards and visualisation diagrams often require sketches to be made
  - What specialist input device might they use for creating graphics?





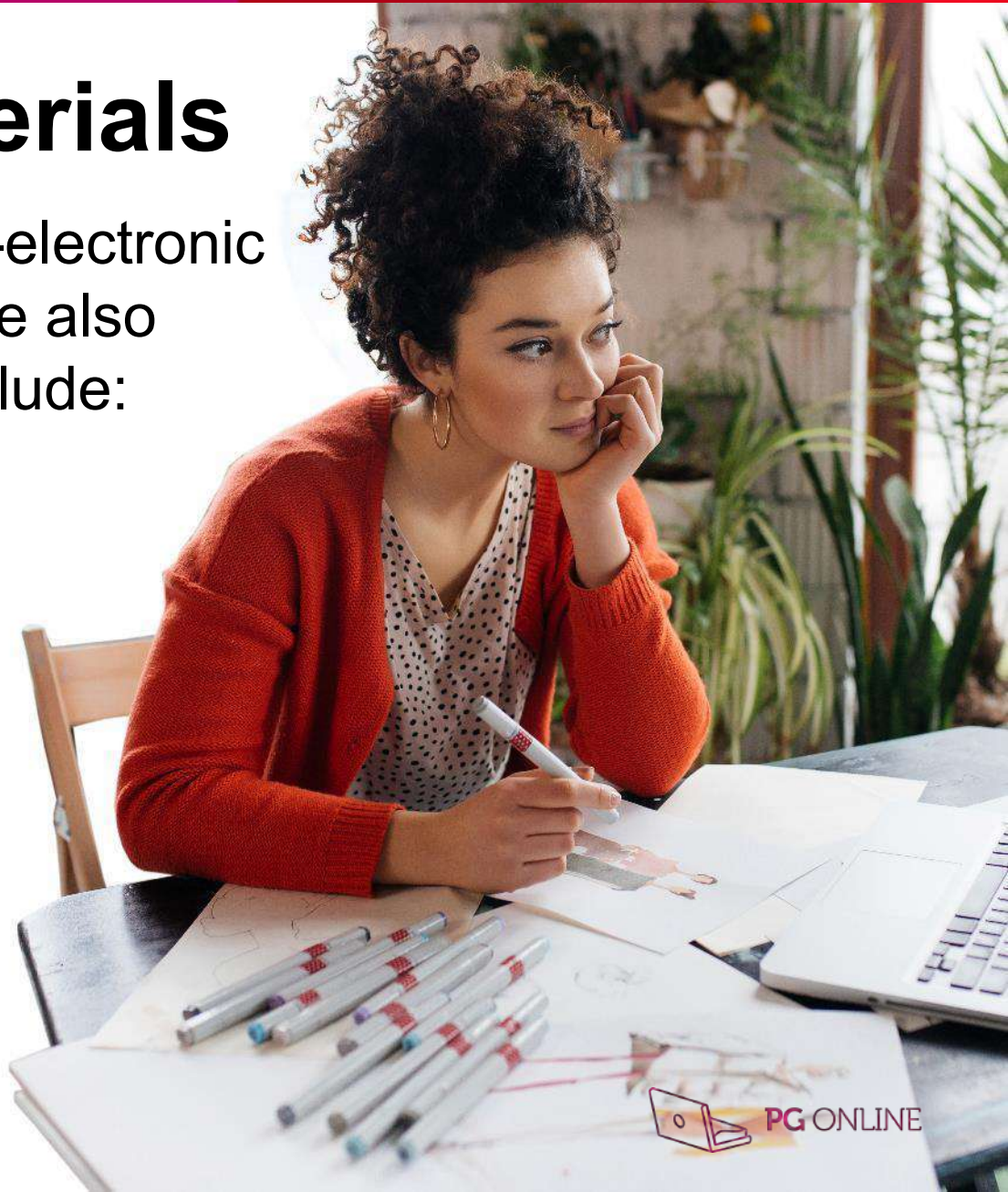
# Hardware to create graphics

- A graphics tablet replicates what a graphic artist or designer draws to the computer
  - The stylus works like a mouse – when it touches the tablet it is like pressing the left mouse button
  - A stylus also has pressure sensitivity
  - Some touch screens can work with a stylus or pen in the same way as a graphics tablet



# Drawing materials

- Remember that non-electronic drawing materials are also hardware. These include:
  - Pens
  - Pencils
  - Rulers
  - Paper



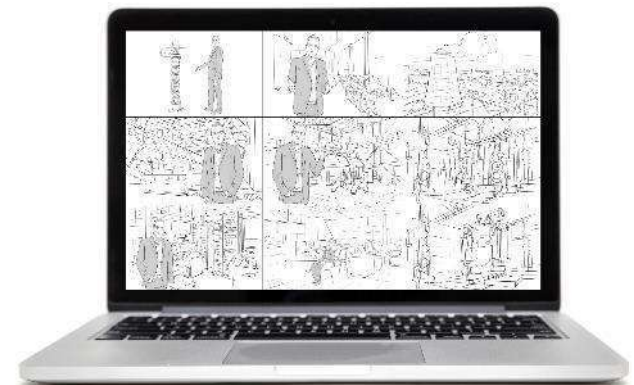
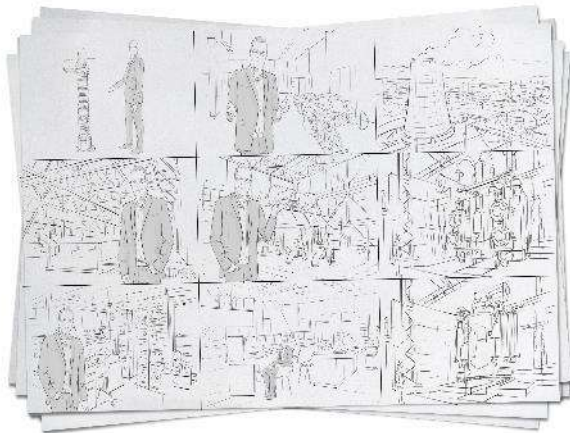
# Worksheet 8

- Complete **Task 1** on **Worksheet 8**



# Digitising documents

- Pre-production documents may be created on paper
  - In order to be shared with others in the team, they need to be in a digital format
  - The process to do this is called **digitisation**
  - Which pre-production documents are often created on paper?
  - What hardware can be used to digitise them?



# Digitising hardware

- Pre-production documents often created on board or paper include:
  - Mood boards
  - Mind maps
  - Visualisation diagrams
  - Storyboards
- Hardware used to digitise the documents
  - Scanners
  - Digital cameras





# Scanners

- A scanner will digitise paper documents
  - Flat-bed scanners allow the page to be laid flat for scanning
  - Scanners may be integrated in to a printer
- Scanners have many advantages
  - With a sheet feeder they can automatically scan many pages
  - There are no problems with shadows or poor lighting
  - Images and photographs may be scanned to a high resolution





# Digital cameras

- A quick way to digitise documents is with a digital camera
  - For professional quality a DSLR camera may be used, but often a smartphone or tablet camera will be sufficient
- Give **three** examples of documents that would be better to digitise with a digital camera rather than a scanner



# Digitising documents

- Documents that would be better to digitise with a digital camera rather than a scanner include:
  - Physical mood boards as these may not fit into a scanner or may have 3D objects which don't scan well
  - Physical textures and samples to be added to a digital mood board
  - A storyboard that has been arranged in a certain way on a wall
  - A large mind map that has been made by many people on a large sheet of paper, that is too large to scan
  - Wireframes and flowcharts that are too large to fit into a scanner



# Worksheet 8

- Complete **Task 2** on **Worksheet 8**



# Software types

- There are many companies that make software with similar features
- Some types of software include:
  - Image editing software
  - Presentation software
- What type of software is Apple Pages, Microsoft Word, Google Docs and LibreOffice Writer?

# Word processing software

- Word processing software is used for:
  - Scripts - as it lets users easily go back and edit text
  - Visualisation diagrams – as images and text can be added
- What other more advanced software could be used for visualisation diagrams?

# Visualisation diagrams

- Visualisation diagrams can be created with many different types of software
- Image editing software:
  - Adobe Photoshop, Serif PhotoPlus / Affinity Photo, Affinity Designer (Vector editing), Adobe Illustrator (Vector editing)
- Presentation software:
  - Microsoft PowerPoint, Apple Keynote, LibreOffice Impress
- Desktop Publishing (DTP) software:
  - Adobe InDesign, Microsoft Publisher, Serif PagePlus / Affinity Publisher



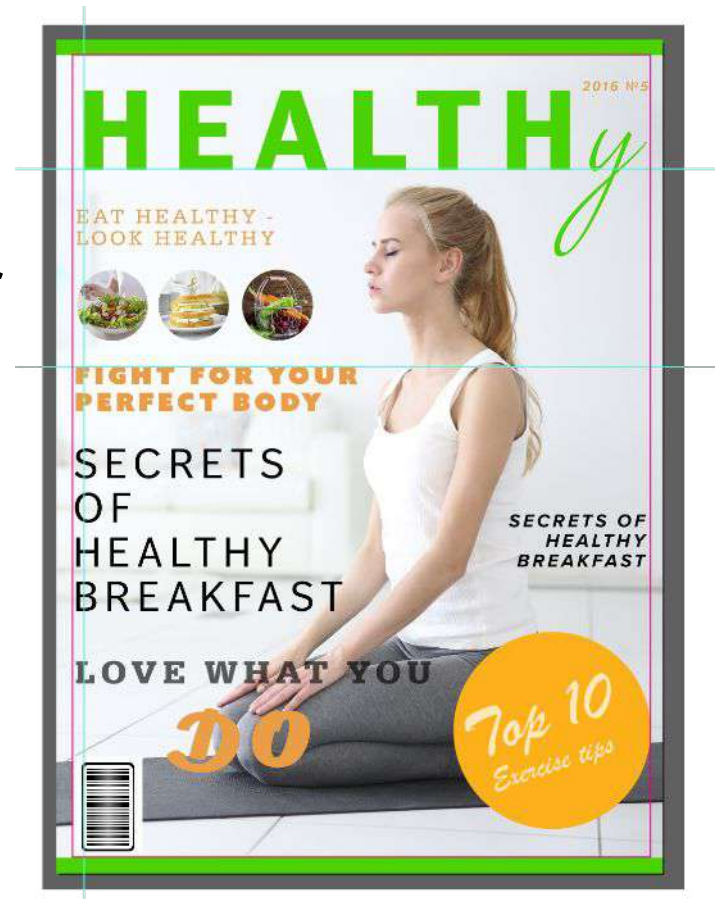
# Image editing software

- Image editors are used to edit graphics and photos
  - Some image editors are aimed at vector graphics (graphics made with lines, curves and fills)
  - Other image editors are aimed at raster/bitmap images (images made up of pixels)
- What are some examples of raster and vector image editors?



# Desktop Publishing (DTP)

- Desktop publishing enables the creation of magazines, books, posters and leaflets
- Using page layout tools, it is easier to arrange images and text than with a word processor
  - This makes it useful for putting together a magazine layout or creating a brochure
  - What file format would be used to send the final document for a magazine to a printer?



# Storyboards

- Storyboards can be produced physically by hand or digitally with computers or tablets
  - A graphics tablet or touch screen allow images to be drawn in a digital storyboard
  - Digital storyboard software will allow still images to also be inserted
  - Templates can be used for hand drawn storyboards
- Digital storyboards can be made in Publisher, PowerPoint, or dedicated applications



# Dedicated applications

- A dedicated application is software made for one particular use
- What dedicated applications are there for:
  - Mind maps
  - Storyboards?



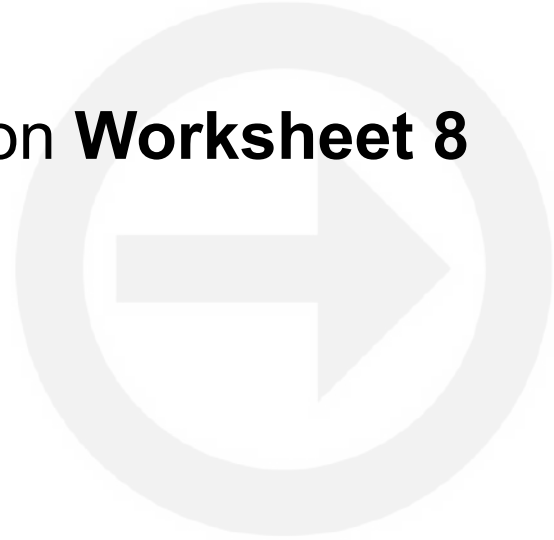
# Dedicated software

- There are a number of different software products aimed at dedicated uses
- Mind maps
  - Freemind (free), Coggl, XMind
- Storyboards
  - Frameforge, Toon Boom Storyboard, storyboarder (free)



# Worksheet 8

- Complete **Task 3** and **Task 4** on **Worksheet 8**





# Plenary

- A car manufacturer is producing a short training video about health and safety in their factory
- Suggest hardware and software that can be used to create the following pre-production documents:
  - Mind map
  - Mood board
  - Script
  - Storyboard
  - Visualisation diagram



# Hardware and software

Answers

- Hardware – keyboard, mouse, display, graphics tablet (NOT scanner or digital camera as these digitise rather than create)
- Mind map – Free mind, PowerPoint, PagePlus / Affinity Publisher
- Mood board – PowerPoint, PagePlus / Affinity Publisher
- Script – Microsoft Word, Final Draft
- Storyboard – Photoshop, Frameforge, Storyboarder, Toon Boom Storyboard
- Visualisation diagram – Photoshop, Affinity Publisher, Indesign, Publisher, PowerPoint



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# Creative iMedia

Cambridge Nationals  
Level 1/2

## Legal issues and regulation

**R093 Pack C**  
Legal issues and distribution



PG ONLINE



# Objectives

- Understand the legal considerations that protect individuals including:
  - Privacy and permissions
  - Defamation, including libel and slander
  - Data protection
- Know the organisations and classification systems and certifications used on media products, including:
  - ASA (advertising Standards Authority)
  - Ofcom (The Office of Communications)
  - BBFC (British Board of Film Classification) certifications
  - PEGI (Pan European Game Information) certifications



# Starter

- Discussion
- What rights, rules, laws and considerations need to be made when filming or taking photos in public and private spaces?





# Privacy

- The Human Rights Act (1998) says
  - “Everyone has the right to respect for his private and family life, his home and his correspondence.”
- A TV production company has permission to film in a hospital for a documentary
  - What measures could they put in place to protect patient and staff privacy?



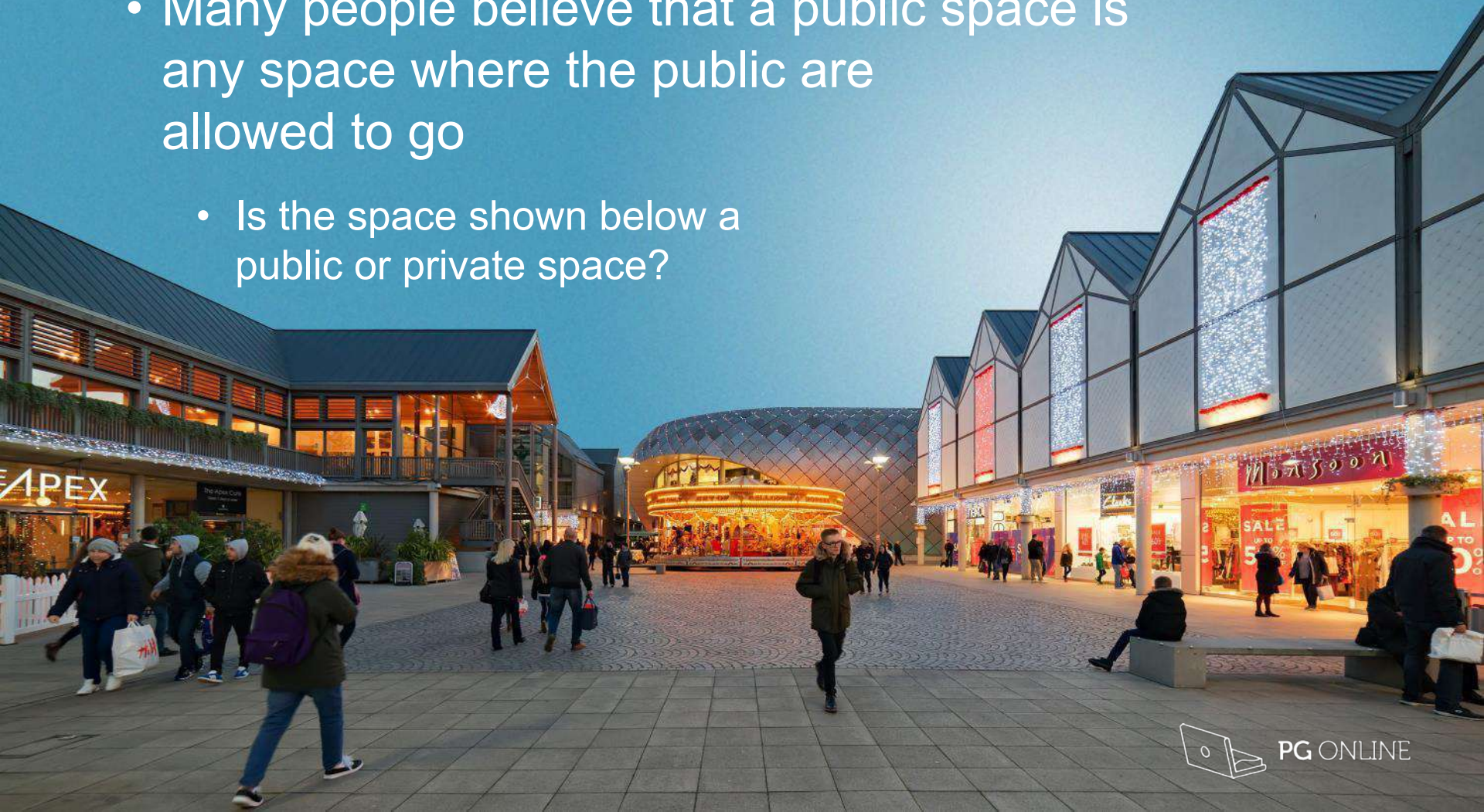
# Respecting privacy

- Some aspects to consider will include:
  - Patients and staff could be asked if they consent to the filming
  - If they don't consent then they could be blurred out so that their right to privacy isn't compromised
- The production company would need to be extra cautious with the following:
  - It's a sensitive environment for both patients and visitors which needs care and consideration
  - Children or elderly who may not be able to understand or give consent
  - People who are very ill



# Public and private spaces

- Many people believe that a public space is any space where the public are allowed to go
  - Is the space shown below a public or private space?





# Public and private spaces

Answers

- Before you can start filming or taking photographs you need to know if a space is public or private
  - It looks like a town centre, but it could be a shopping complex
  - The public spaces and walkways may be owned by a private landowner or a local council
  - Whilst the area is open to the general public, if it is privately owned, there could be rules such as 'no filming'.
  - The shops or buildings that appear in the background need to be considered.



# Photography in public spaces

- Photography and filming for personal use:
  - You have a right to take photos in public spaces if they are for personal use
- Editorial use:
  - You have a right to photograph a newsworthy event or film an interview for a news Vox Pop in a public space as long as you don't obstruct the highway or harass people
- Commercial use:
  - You may need permissions such as highways permission, council permission and buildings permission (for background buildings)



# Photography in private spaces

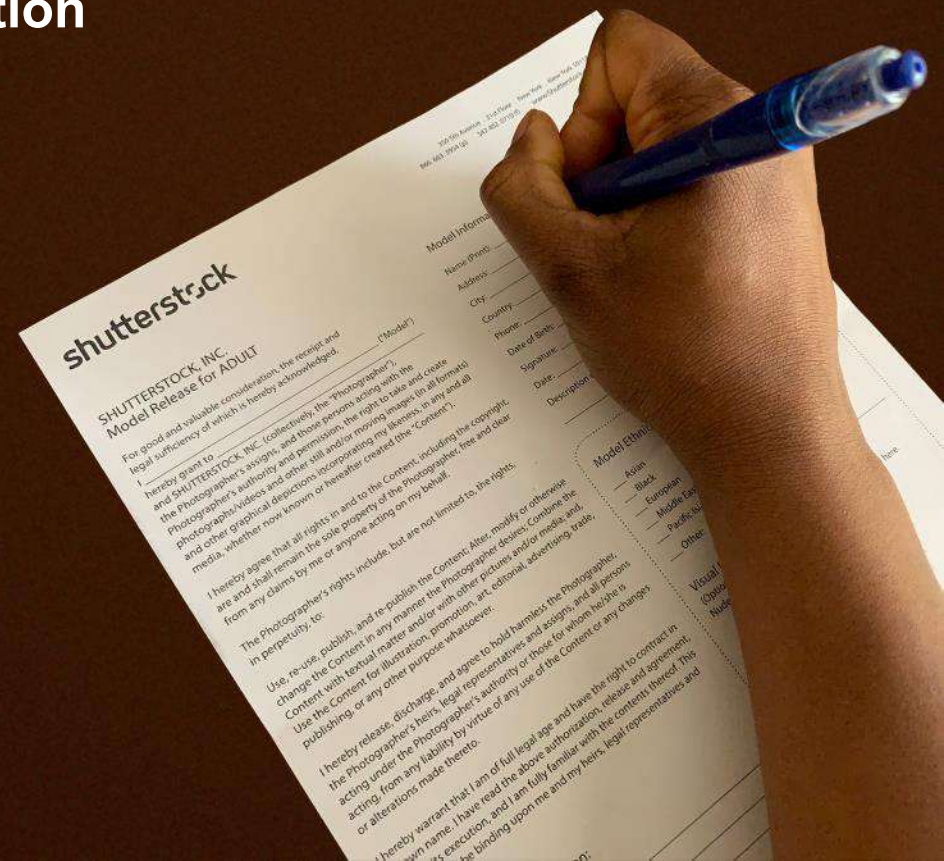
- You will always need permission to film or photograph in private spaces
  - If you do not have permission you will be trespassing
  - A fee often needs to be paid to the owner of the private space





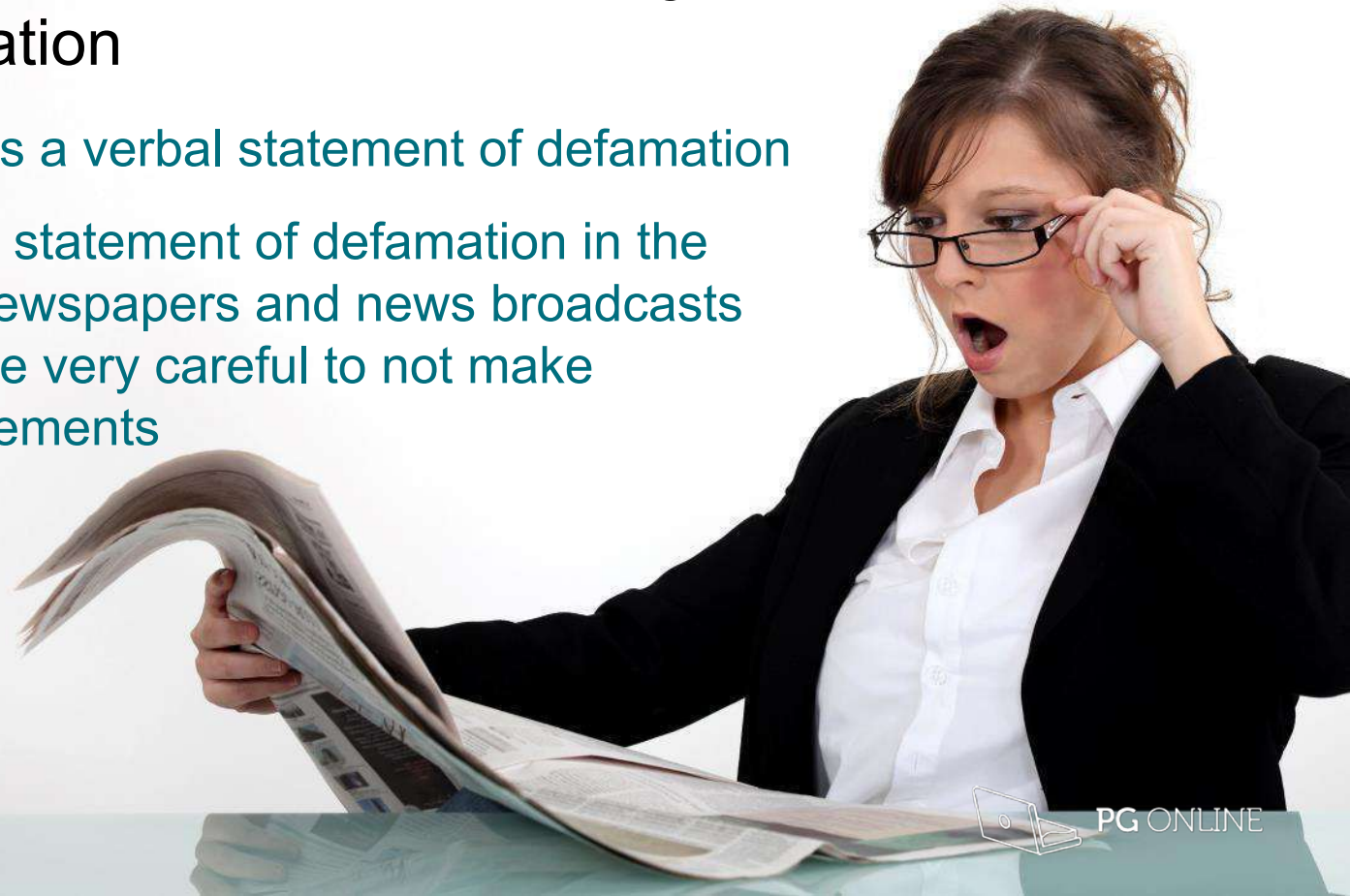
# Commercial permissions

- Carrying out a commercial photoshoot or filming often requires many permissions such as:
  - Permissions to use the **location**
  - **Buildings permission**
  - **Model release forms**
    - These give permission to film/photograph a person; if 20 people were in a photoshoot, each one would need a model release form



# Defamation

- Defamation is making false statements against a person or business which damages their reputation
  - **Slander** is a verbal statement of defamation
  - **Libel** is a statement of defamation in the media. Newspapers and news broadcasts need to be very careful to not make false statements



# Harassment and privacy

- You are allowed to take photos of people in public if they are for editorial use (such as news or a current affairs magazine)
  - If you are aggressive or intimidating you could be guilty of harassment
- People have a right to privacy
  - Whilst a photographer may take a photo of someone in public, they would not be allowed to go into their garden or home to do this





# Data protection

- The Data Protection Act (1998 and 2018) expects companies to store data:
  - Fairly and lawfully
  - Accurately and securely
  - Only for as long as it is needed
  - Only store the minimum amount of data needed
- People, known as **data subjects**, have the right to:
  - View data stored about them
  - Have data that is incorrect about them updated

# Misuse of personal information

- Media producers and publishers need to be careful that they use personal data accurately and within the conditions of the Data Protection Act
  - Fines for breaches of the data protection act are up to £17.5 million or 4% of annual turnover (whichever is higher)
- Media producers need to be aware that publishing inaccurate personal information will have negative impacts on people
  - People affected may take media producers or publishers to court for defamation or libel
  - Compensation for libel is up to £300,000



# Worksheet 1

- Complete **Task 1** and **Task 2** on **Worksheet 1**





# Film and games classifications

- Films in the UK are classified into different age ratings by the British Board of Film Classification (BBFC)
- Computer games are classified by the Pan European Game Information (PEGI) system
  - What BBFC ratings exist?
  - What PEGI ratings exist?



# Film and game ratings

- BBFC film and video ratings:
  - U, PG, 12, 12A, 15, 18
- PEGI computer games ratings:
  - 3, 7, 12, 16, 18

Answers



# Regulatory organisations

- The Advertising Standards Authority (ASA) is responsible for regulating the contents of adverts
  - It is paid for by the advertising industry
  - They may ban adverts from being published or broadcast
  - Its judgements reflect regulations and help prevent adverts from misleading people or exaggerating how good products or services are
- The Office of Communications (Ofcom) regulates broadcasting and telecommunications
  - It protects the public from harmful or offensive material
  - It is also responsible for broadcasting licences



# Worksheet 1

- Complete **Task 3** and **Task 4** on **Worksheet 1**





# Plenary

- Take turns to explain to a partner what each of the following mean:
  - Permissions – such as a model release form or permission to film inside a building
  - Defamation – damaging someone's reputation, libel/slander – publishing/saying a false statement
  - Data protection – rights of data subjects for personal data
  - ASA – Advertising Standards Authority
  - Ofcom – Office of Communications
  - BBFC – British Board of Film Classification
  - PEGI – Pan European Game Information



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# Creative iMedia

Cambridge Nationals  
Level 1/2

## Intellectual property

**R093 Pack C**

Legal issues and distribution



PG ONLINE



# Objectives

- Understand the term intellectual property (IP) including:
  - Copyright, ideas and patents
  - Trademarks
- Know how copyrighted materials are used, including:
  - Creative commons licences
  - Fair dealing
  - Permissions, fees and licences
  - Watermarks and symbols



# Starter

- Your friend has a music track as an MP3 file
  - Why would the probably not be able to share this track with you?



# Sharing music

Answers

- The music track will be subject to The Copyright Designs and Patents Act (1988)
  - The means that it can only be copied with permission from the copyright holder
  - Normally music can be copied if a fee is paid
  - Some non-commercial music may have a creative commons licence which allows it to be copied for free
  - Copyright statements on CD covers will help to show who the copyright belongs to



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PG ONLINE

# Intellectual Property

- Intellectual property (or IP) covers items that aren't physical – you can't touch it
  - It covers graphics, video, animation, music, film, ideas, brands, styles and designs
- Apple's brand value is estimated to be worth more than \$200 billion in 2019
  - What items make up a brand?
  - What laws protect intellectual property?



# Intellectual property

- What makes up a brand's value:
  - Logos
  - Slogans
  - The design and look of the brand
  - The messages and feelings given
  - Relationships with customers by customer service
- Laws that protect intellectual property:
  - Copyright, Designs and Patents Act (1988)
  - Trade Marks Act (1994)





# Copyright, Designs and Patents Act (1988)

- This law gives the creators of music, film, graphics, photos and web pages the right to control the ways in which their material may be used
  - It gives them protection from people copying their work without permission
  - It makes sure that people can be rewarded for their creative efforts

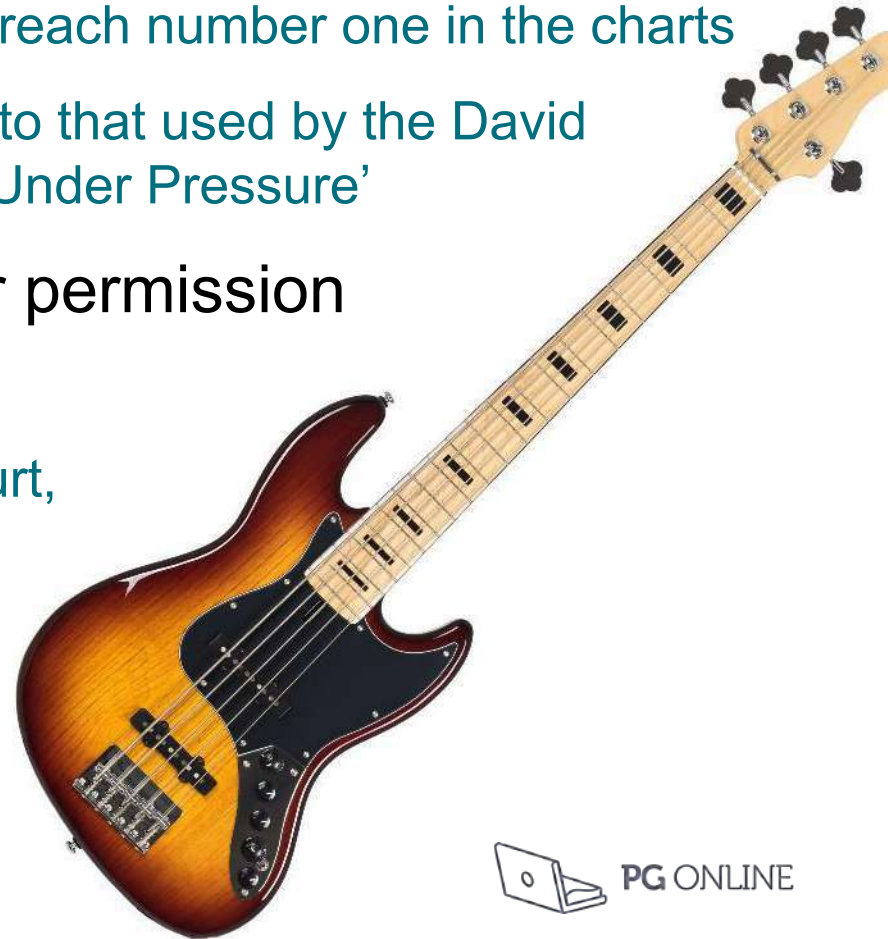


# See link – Queen vs Ice



# Case study: Vanilla Ice & Queen

- In 1990, Vanilla Ice released the song 'Ice Ice Baby'
  - It was the first hip-hop song to reach number one in the charts
  - The bass line was very similar to that used by the David Bowie and Queen 1981 song 'Under Pressure'
- Vanilla Ice had no licence or permission to use the bass sample
  - He ended up settling out of court, paying a fee and giving Bowie and Queen credit for their work



# Using copyrighted assets

- When designers, musicians or creatives use assets, they need to consider who owns the copyright
- Copyright covers music, video, graphics, layouts and designs
  - Names, titles or slogans are covered by trade mark law
- How are you able to legally use assets that are copyrighted to another person or company?



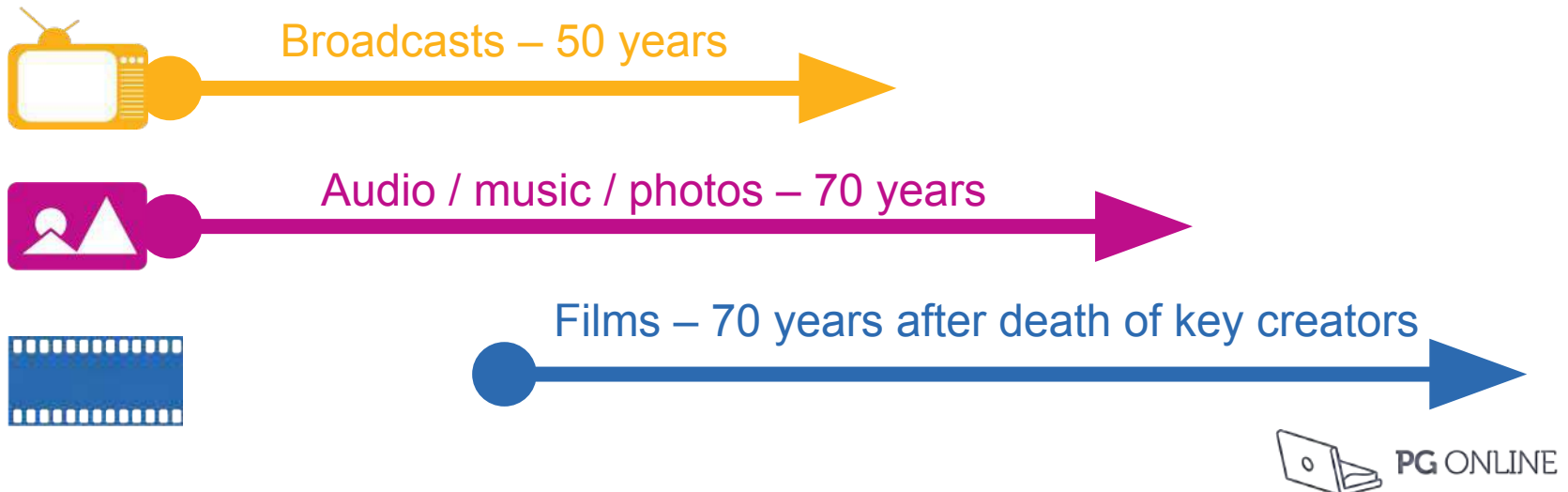
# Using copyrighted assets

- To use copyrighted assets you need to:
  - Find out who owns the copyrighted asset
  - Contact the owner and ask for permission
  - You may need to pay for a licence to use the asset and acknowledge the author/creator or owner
  - You will need to keep a record of permissions
- The owner may refuse to give you permission, especially if the work is controversial or may damage their own brand or reputation



# Copyright duration

- The amount of time copyright lasts for is limited to:
  - For audio, music and photos – 70 years from when it was first published
  - For films – 70 years after death of the director, script writer and composer
  - For TV and radio broadcasts – 50 years from first broadcast





# Copyrighting your work

- Your work is automatically copyrighted as soon as it is produced
  - You may need to prove when you first produced the work to show that others copied it
- It is helpful to add to your work that it is copyrighted, the year it was published and who made it

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Copyright symbol

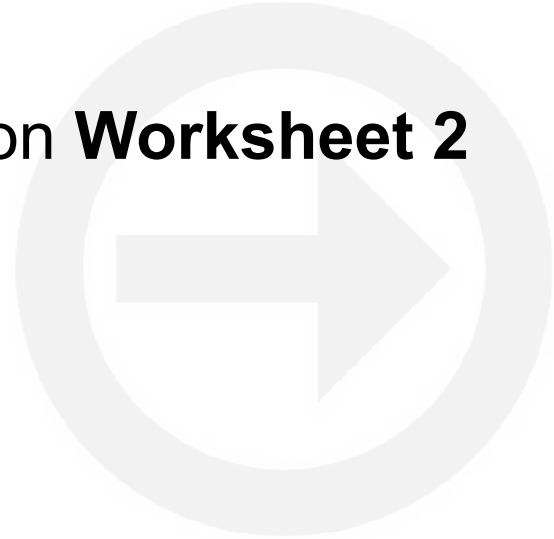
Year of publication

Author / Creator / Musician  
First name and last name



# Worksheet 2

- Complete **Task 1** and **Task 2** on **Worksheet 2**



# Royalty free does not mean 'free'

- One way that authors and creators of products get paid is by a royalty
  - For example a film company may ask for a £1 royalty for every DVD or download of their film when it is sold
- Many assets such as images are sold royalty free
  - A one off licence fee **still needs to be paid** to make use of the image and remove any watermark on the image



# Link – Creative Commons

# Creative commons

- Creative commons is a set of copyright licences that allow assets to be used in certain ways only
  - Creative commons licences always expect that you acknowledge who authored the asset
  - They may allow or restrict the use of the asset for commercial use
  - They may allow or restrict derivatives (alterations) to be made from the asset



# Creative commons symbols

- Creative commons symbols include:

| Creative commons symbols                                                            | Meaning                                                                  |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
|    | A Creative Commons licence is being used with this asset                 |
|    | Attribution – you must acknowledge who produced this asset               |
|    | Non-commercial – you cannot use this asset commercially (Dollar or Euro) |
|   | Share alike – others can create derivatives (alterations) of this asset  |
|  | No derivatives (alterations) are allowed                                 |



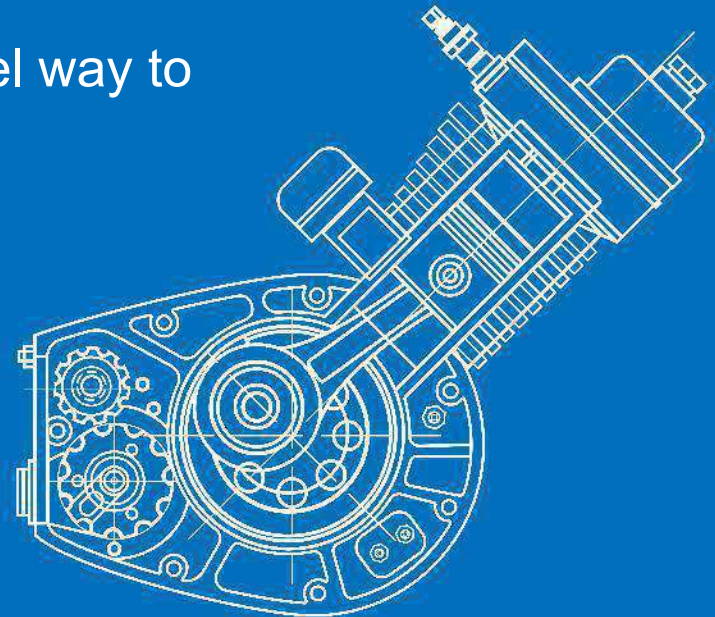
# Worksheet 2

- Complete **Task 3** on **Worksheet 2**



# Patents

- Patents are used to protect inventions. To obtain a patents the invention must:
  - Be new – this means that the invention has never been described publicly anywhere in the world
  - Be inventive – this would be a novel way to solve a problem, it cannot be an obvious change
  - It needs to be for something that is made or used
- Patents last for up to 20 years



# Not patentable

- It isn't possible to patent the following:
  - Books, plays, scripts, music or artwork
  - Medical treatments or diagnosis
  - Scientific theories or discoveries
  - Presentation of information
  - Non-technical software (for example, a car game can't be patented, but the software for a self driving car could be)



# What about ideas?

- A television quiz show is being created

Can the 'idea' of the quiz show be copyrighted?

◆ **A:** Yes

◆ **B:** Possibly

◆ **C:** Only with a fee paid

◆ **D:** No



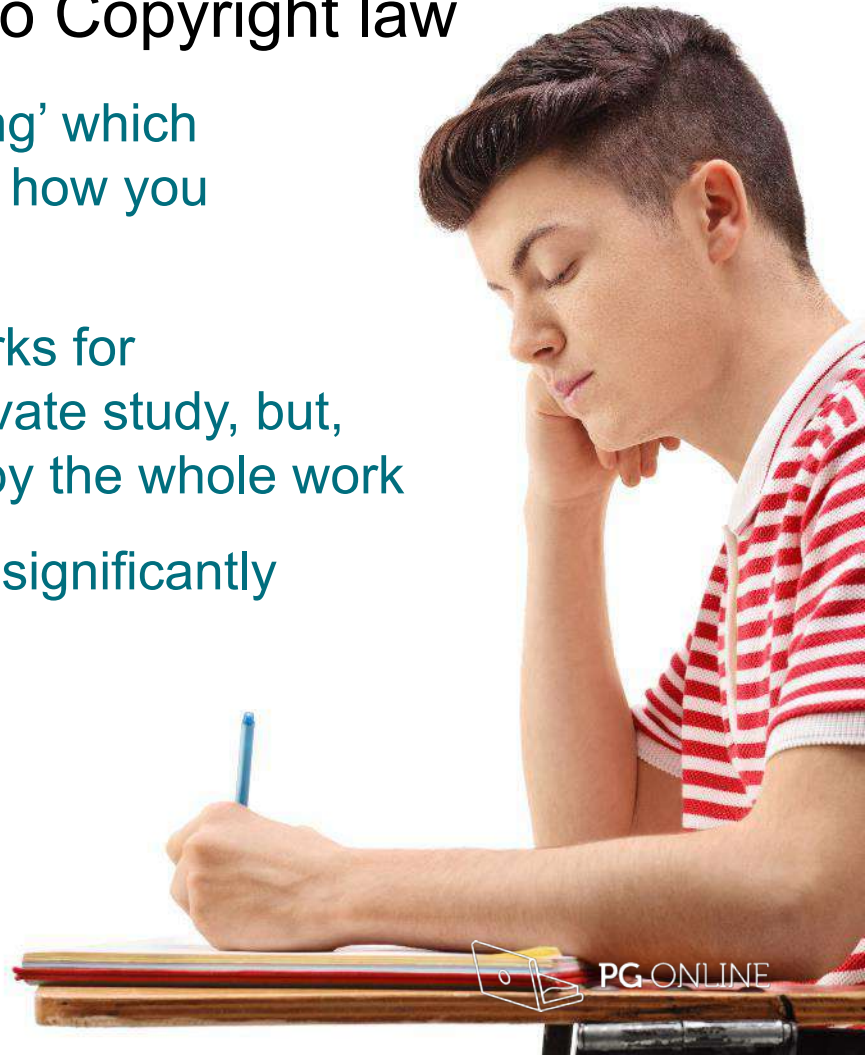
# Ideas

- Protecting an idea for a television format is a grey area in law
  - You cannot protect ideas using copyright law
  - However, the individual components that make up a quiz show can be copyrighted
  - This includes the music, styling of the set, graphics and voiceover scripts
  - So, the idea of a quiz show cannot be protected, but the combination of a particular television format may be possible to protect if it has distinctive media components that create an entire format
  - The correct answer is: **B Possibly**



# Fair dealing

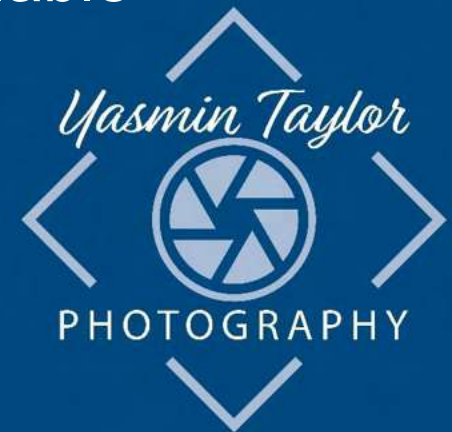
- There are some exceptions to Copyright law
  - These are subject to 'Fair dealing' which means that you are being fair in how you are using the exception
  - For example, you may copy works for non-commercial research or private study, but, under fair-dealing, you can't copy the whole work
  - If the copyright owner would be significantly impacted by copying their work, this wouldn't be fair dealing





# Watermarks, licences and fees

- Whilst the law may say that an image or video cannot be copied, some people will illegally copy it
  - Watermarks are often used on images and video to show that a licence hasn't yet been paid for
  - Once a license has been purchased, the image or video will be provided without the watermark
- Different licences and fees are often available
  - For example, a higher fee may be charged for the commercial use of an image
  - The correct licence needs to be purchased before making use of copyrighted works



# Worksheet 2

- Complete **Task 4** on **Worksheet 2**



# Trademarks

- Trademarks are one type of intellectual property used for logos, symbols or slogans that identify a product or service
- The symbol **TM** is used for a trademark
  - What is the symbol ® used for?



# Trademarks

- The ® symbol is used for registered trademarks
  - Trade marks are registered at the UK Intellectual Property Office (UKIPO)
- The Trade Marks Act (1994) protects trade marks so that other people and companies can't use them
  - For instance, Asda® couldn't register the phrase 'SPEC SAVINGS AT ASDA' as it was too similar to the Specsavers® trade mark



# Worksheet 2

- Complete **Task 5** on **Worksheet 2**



# Plenary

- An album called Rock Classics is being produced and will contain 20 famous songs from the 1980s
  - Explain how copyright and trademarks will be used in making this album





# Copyright and trade marks

Answers

- They will need to:
  - contact each of the owners of the copyright of each song they want to include
  - get permission to use each song
  - pay a royalty or fee to use each song
  - acknowledge the musicians and songwriter
  - write a copyright statement for the new compilation
- They will also need to do the same for the image unless they are taking an original photograph
- They will need to check the RC symbol isn't a registered trade mark and if it isn't they may wish to register it

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# Creative iMedia

Cambridge Nationals  
Level 1/2

## Health and Safety

**R093 Pack C**

Legal issues and distribution



PG ONLINE

# Objectives

- Understand the health and safety risks and hazards in all phases of production including:
  - Actions to mitigate health and safety risks and hazards
  - Risk assessments
  - Location recces

# Starter

- Making films can be hazardous
  - What are **five** risks or hazards that may be experienced by crew or actors?

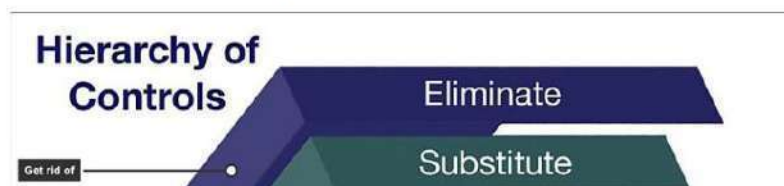


## Who might be harmed and how?



*Who is at risk from being exposed to the hazard? What would be the outcome? Consider all who could be affected, not just those directly involved. Knowing this will help you identify the best way to control the risk. This video explains more.*

## How do I identify controls?



Link - BBC video - Who might be harmed [2m56s]

<https://www.bbc.com/academy-guides/how-to-do-risk-assessment>



**Hazard:** Anything that has the **potential** to cause harm.

**Risk:** The **possibility** that a hazard will cause harm



# Hazards

- Some possible risks and hazards include:
  - Working at heights for actors, set builders and camera crew
  - Trip hazards, such as from power cables and dolly tracks
  - Electrocution hazards
  - Lifting heavy equipment
  - Firearms and stunts
  - Long hours – exhaustion
  - Vehicles
  - Working in very hot or cold locations
  - The general public



# Health and Safety

- The Health and Safety at Work Act (1974) makes businesses responsible for:
  - Protecting all workers, clients, visitors and general public
  - Training for staff in health and safety procedures
- Businesses must protect people as 'far as is reasonably practicable'
  - What safety risks are there working with computers?



For 5 minutes browse: Link - A-Z of BBC Safety Guidelines

<https://www.bbc.co.uk/safety/resources/aztopics>



# Working with computers

- Health and safety regulations help to protect employees who spend all day working at a computer
- Health risks include:
  - Back and neck pain
  - Headaches
  - Repetitive strain injury
- *What safe working practices can reduce these risks?*



# Assessment of workstation

- A risk assessment for screen use could include:
  - making sure that lighting in the room or from a window does not cause glare or reflections in the screen
  - checking that screens do not flicker and text is an appropriate size
  - making sure that screens are clean and dust-free
- Regular reviews should be carried out for new staff or when new equipment is installed





# Correct body alignment

- Training can be given in how to correctly sit at a computer



Wrong sitting position



Correct sitting position



# Health and safety regulations (Display Screen Equip.) 1992

- These regulations say that employers must:
  - carry out a risk assessment of workstations used by employees to reduce risks
  - ensure that employees take regular breaks from looking at their screens
  - pay for yearly eye tests if the employee requests them
  - provide their computer users with health and safety training for any workstations that they use

E

F P

T O Z

L P E D

P E C F D

E D F C Z P

---

F E L O P Z D

D E F P O T E C

---

L E F O D P C T

F D P L T C E O

P E Z O L C F T D

# Worksheet 3

- Complete **Task 1** on **Worksheet 3**



Link - 8 Keys to location scouting like a pro [1m56s]

<https://www.youtube.com/watch?v=wr-7PwdMaWk>



# Recces

- Before any filming takes place, the location will be visited and checked in what is known as a 'recce'
  - A number of possible locations may be visited
- Key information about the location will be considered
  - What might a location manager be looking at when they do a recce?



# Recce content

- Location information:
  - Access to the location and parking for both crew, equipment and actors etc.
  - Lighting – are shadows cast by buildings or mountains; when are daylight hours?
  - Unwanted background noise such as aircraft or traffic
  - Buildings or objects that don't match the scene – for example, a Victorian house for a period drama that has a skyscraper in the background may limit the shooting angles
  - Typical weather conditions
  - Health and safety issues
  - Is there access to electricity or will generators be needed?





Link - The life of a movie location scout [7m57s]

<https://www.youtube.com/watch?v=8rjSH6G1Xoc>



# Reducing risks and hazards

- Example of hazards or risks during the production of a film
  - Quick question: What is the name of a document that lists risks and considers how the risks could be reduced?



# Risk assessments

- An example of a risk could be where a crane is used to move a camera through the air
  - It is possible for the camera to fall or the crane to hit someone as it moves
- The document that lists all the risks in a production is called a **risk assessment**. The purpose of a risk assessment is to:
  - Identify all potential risks that may occur
  - Show how these risks will be reduced or eliminated



# Risk assessments

- There are **five** steps to doing a risk assessment
  - How would a risk assessment be recorded in stage 4?



# Risk assessment forms

- Risk assessments need to be recorded
  - Records are likely to be on a template (e.g. a Word document)
  - Larger companies may have online systems to record their risk assessments

Page 1 of 3

### Risk Assessment

|                       |  |                 |  |
|-----------------------|--|-----------------|--|
| Production title      |  | Manager name    |  |
| Production start date |  | Production end  |  |
| Location              |  |                 |  |
| Assessor name         |  | Authoriser name |  |
|                       |  | Date authorised |  |

**Hazards – Tick all that apply**

|                     |      |                |      |               |      |
|---------------------|------|----------------|------|---------------|------|
|                     | Tick |                | Tick |               | Tick |
| Falling from height |      | Trip hazard    |      | Noise         |      |
| Object falling      |      | Electric shock |      | Tiredness     |      |
| Slippery surface    |      | Fire           |      | Cold exposure |      |

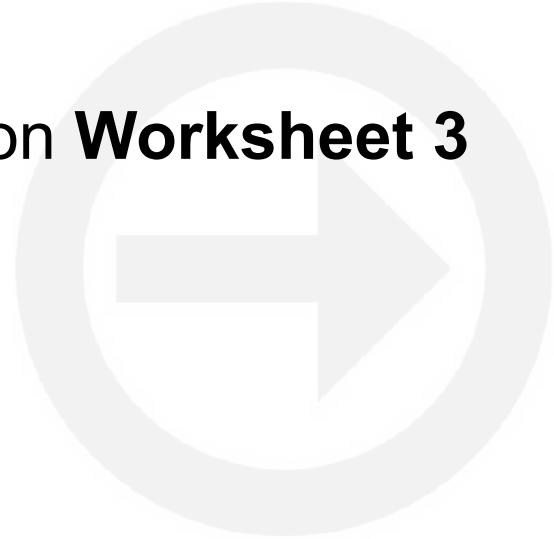
**Hazards, risks and precautions**

| Activity<br>What is being done and what's the location? | Who is at risk | Hazards<br>What could cause harm or damage? | Controls and precautions<br>What will be put in place to reduce the risk? |
|---------------------------------------------------------|----------------|---------------------------------------------|---------------------------------------------------------------------------|
|                                                         |                |                                             |                                                                           |
|                                                         |                |                                             |                                                                           |
|                                                         |                |                                             |                                                                           |



# Worksheet 3

- Complete **Task 2** and **Task 3** on **Worksheet 3**





# Plenary

- A location manager has carried out a recce for a television production
  - The production will take place on a city pavement
- In pairs answer the following:
  - Explain the purpose of a recce
  - What is the name of the document that is used to record the risks and aims to reduce or eliminate them



# Plenary

- The purpose of a recce will include:
  - Establish what permissions would be needed
  - Notes about access to the location, toilets and parking facilities
  - Consideration of how building may alter lighting conditions
  - Notes about background noise
  - Check whether any buildings are unsuitable for the production
  - Notes of any health and safety issues
- A **risk assessment** will record all hazards and risks



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# Creative iMedia

Cambridge Nationals  
Level 1/2

## **Distribution platforms and media**

**R093 Pack C**

Legal issues and distribution



PG ONLINE

# Objectives

- Understand how media is distributed including:
  - Online, including apps, multimedia and web
  - Physical platforms, including computers, interactive tv, kiosks, mobile devices
  - Physical media, including, CD/DVD, memory stick, paper based
- Know the characteristics, advantages and disadvantages of the different types of platform and media
  - Understand how characteristics affect the final product file formats in given scenarios



# Starter

- Work with a partner to give at least **five** different ways that media products can be distributed to audiences
  - Include video, music, images and print products





# Starter

- Ways that media products can be distributed:
- Online examples
  - Images, music and video on websites
  - Files for download
  - Video streaming services such as Netflix
- Physical media
  - Paper based, such as posters, books and magazines
  - DVDs and Blu-rays for films and television programs
  - Removable media for sharing large files
  - CDs for music



# Online distribution

- Online distribution includes any media that is sent to users using the Internet including:
  - The World Wide Web (web sites)
  - Other services that make use of the Internet such as video streaming services
- *Think of a popular web site and video streaming service that you have used*
  - *What types of media do they share?*



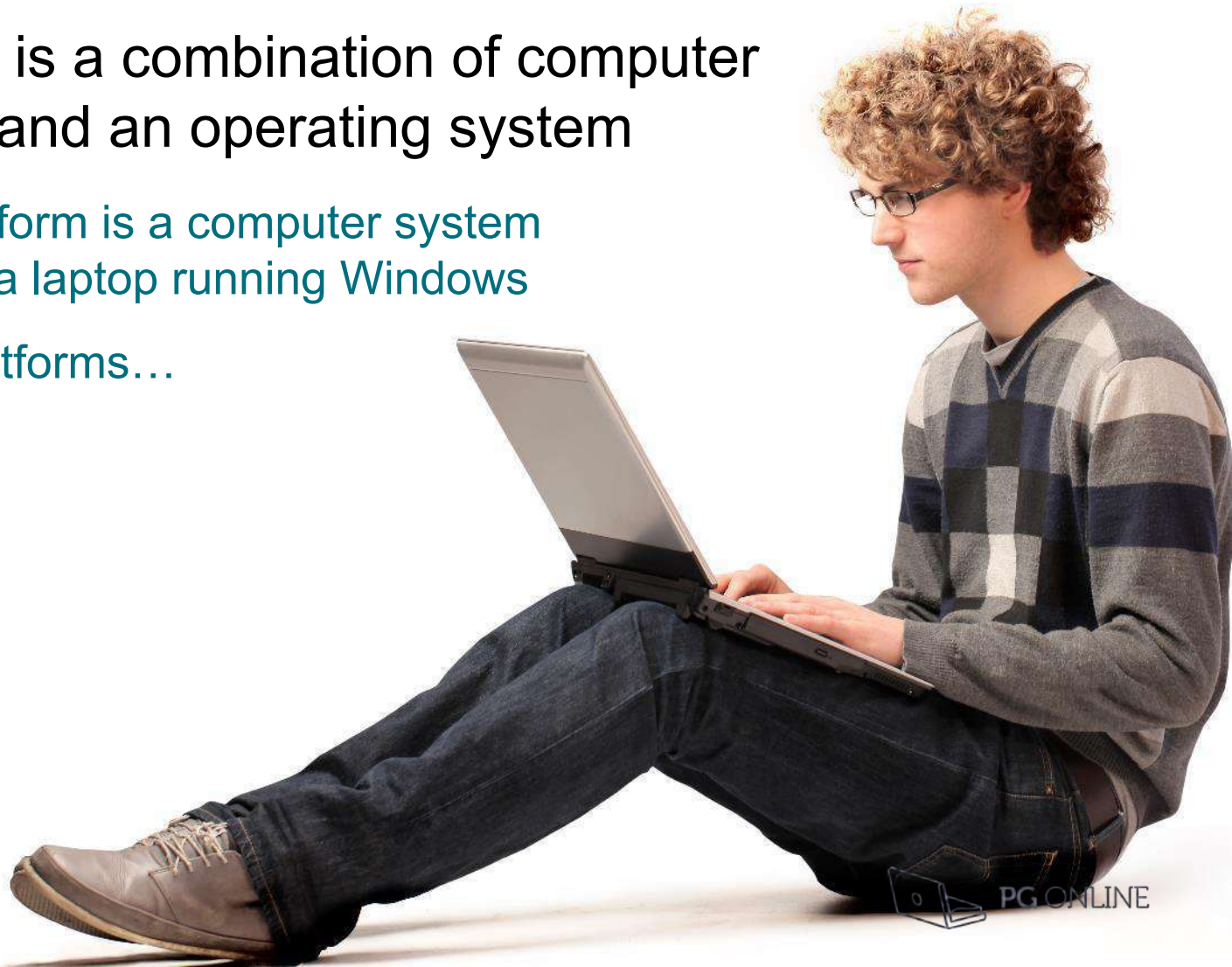
# Online distribution

- The media shared depends on the service, for example:
  - **Netflix** is a service that is accessed via an app or website and makes use of the Internet. It **streams video files** that contain films or television programmes
  - **Spotify** is an online audio streaming service that is used to **distribute music and podcasts**
  - **Facebook** is an app and website which is used to share **photos, images, video and text**
  - Almost all **websites** are used to **distribute copy (text) and images**. Some will make use of **video and music** too



# Physical platforms

- A platform is a combination of computer hardware and an operating system
  - One platform is a computer system such as a laptop running Windows
  - other platforms...





# Mobile devices

- Mobile platforms include:
  - Smartphones with their operating system, for example, an iPhone 13 with iOS or a Samsung Galaxy with Android
  - Tablets make use of larger screens. An example of a platform would be an iPad using the iPadOS operating system
  - **When distributing media, consideration should be made for the smaller screen size of mobile devices**



# Interactive TV

- Interactive televisions allow users to interact with them to a greater degree than analogue televisions
  - They are able to show broadcast digital television and video streaming services distributed through the Internet
  - They also allow the distribution of apps, user photos and music





# Kiosks

- Kiosks contain a touch screen and will have limited functionality
  - They typically distribute images, animation and sounds
  - One use for kiosks is to allow customers to choose menu items in a restaurant
  - Give at least **three** other uses for kiosks and the type of media that they distribute



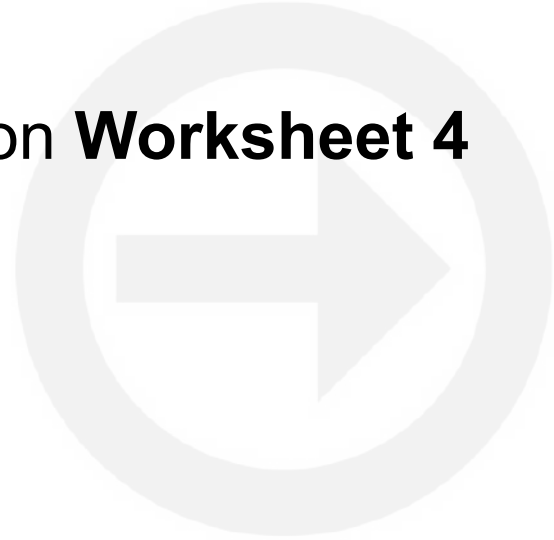
# Kiosks

- Types of kiosk
  - **Self-service checkouts** in shops and supermarkets – scan bar codes (images) on products and show images of products and graphics, such as buttons, for the interface
  - **Information kiosks** – maps and photos are shown as images, sounds and background music may also be used
  - **Internet kiosks** – these allow access to websites and may be used in public places such as hotels and airport terminals
  - **Advertisement displays** – These will display images, photos or video to advertise products
  - **Service kiosks**, such as in a library to checkout books or for check-in at an airport. These will display images and text



# Worksheet 4

- Complete **Task 1** and **Task 2** on **Worksheet 4**





Link - Distributing 375000 books - Penguin [2m19s]

<https://www.youtube.com/watch?v=yIXa9m3kmq>



# Physical media

- Media products are often distributed using physical media
  - Physical media includes print products such as advertising posters
  - It also includes digital media such as DVDs and Blu-Rays
  - Other **print** media available include...



# Physical media

- Other print media includes:
  - Books
  - Magazines
  - Flyers
  - Billboard posters
  - Bus shelter posters
  - Newspapers
  - Maps





# CDs and DVDs

- Compact Discs (CDs) used to be commonly used as a distribution method for music
  - They store 74 minutes (650 MB) of uncompressed audio – enough for a typical album
- Digital Versatile Discs (DVDs) are used to store films and television programmes
  - They store up to 9.4 GB on each side which is enough for around 4 hours of video (depending on compression)



# Removable flash memory

- Removable flash memory includes
  - Memory sticks, also known as pen drives or USB removable storage
  - SD cards – used in high-end digital cameras
  - Mini and micro-SD cards – used in smartphones
- Flash memory is used to store and share media, especially photos
  - This type of storage is especially important if the Internet is not available



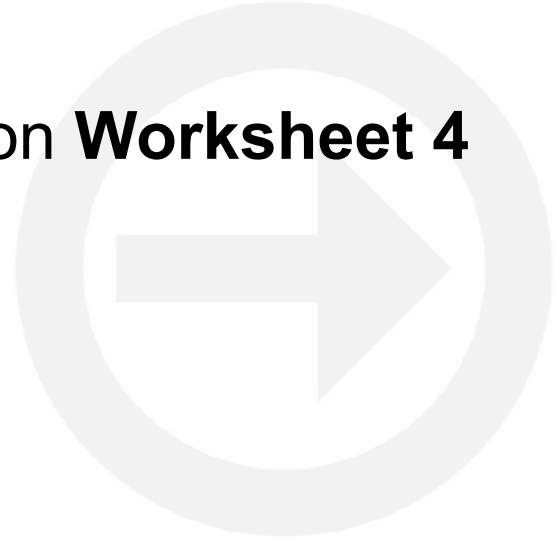
# Paper based media

- Images, illustrations, photos and text may all be distributed using paper based media
  - The use of colour is more expensive as four inks, CMYK (Cyan, Magenta, Yellow and Key/Black) are used
  - Paper based media is more significantly more expensive to distribute than online media as it needs to be printed and physically transported



# Worksheet 4

- Complete **Task 3** and **Task 4** on **Worksheet 4**



# Plenary

- A natural history programme has been produced
  - How could the programme be distributed to the audience
  - How could an image advertising the programme be distributed?



# Plenary

- Programme distribution methods include:
  - Broadcast television
  - Blu-Ray / DVD
  - Streaming platforms
- Advertising distribution suggestions for an image include:
  - Digital images on websites
  - Billboard and bus station posters
  - Newspapers





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# Creative iMedia

Cambridge Nationals  
Level 1/2

## File formats

**R093 Pack C**

Legal issues and distribution



PG ONLINE

# Objectives

- Understand the properties of file formats for:
  - Image files
  - Audio files
  - Moving image files
- Understand the following concepts:
  - Resolution and DPI/PPI
  - Raster/bitmap and vector images
  - Compressed, uncompressed, lossy and lossless
  - Bit depth and sample rate
  - Frame rate, SD, HD, UHD, 4K, 8K

# Starter

- What different file formats can you think of?
  - What are they used for?



# File formats

- Some possible file formats:
  - Office documents: PPT (PowerPoint), DOC (Word), XLS (Excel)
  - Images: JPG, PNG, GIF, EPS, TIFF, RAW
  - Video: MP4, MOV, WMV, AVI
  - Audio: MP3, WAV, AAC
  - Sharing documents: PDF



# Compression

- Some files such as video, music or images are very large
  - This requires lots of disk space to store
- Compression is used to reduce the size of a file
  - What are the two different types of compression that can be made?



Uncompressed file  
**50MB**



Compressed file  
**5MB**





# Lossless compression

- Some files such as word processed documents or computer game code need the contents to be exactly the same when compressed
  - They use a lossless compression
  - ZIP and SVG files use this method of compression



# Lossy compression

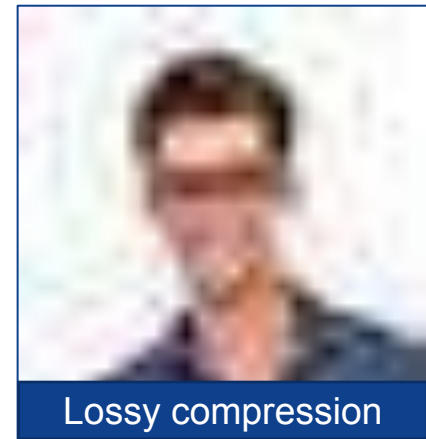
- A lossy compression will lose some of the original information
  - If too much information is lost, it can result in digital artefacts (mistakes which you can see) occurring
- *What file formats use a lossy compression?*



File type: BMP  
File size: 563kB



File type: JPG  
File size: 31kB



File type: JPG  
File size: 2kB





Uncompressed

File type: BMP

File size: 563kB





Lossy compression

File type: JPG

File size: 31kB





Lossy compression

File type: JPG

File size: 2kB

# Lossy compression

- Image formats:
  - JPG/JPEG (Joint Photographic Experts Group)
- Music formats:
  - MP3 (Motion Picture Electronics Group – Layer 3)
  - Ogg (Ogg Vorbis)
- Video formats:
  - MPEG-2 and MP4 (Motion Picture Electronics Group)
  - H.264





# Lossy vs lossless

- The table below shows some features of lossy and lossless compression

| Feature | Lossy compression | Lossless compression |
|---------|-------------------|----------------------|
|         |                   |                      |
|         |                   |                      |
|         |                   |                      |



# Worksheet 5

- Complete **Task 1** on **Worksheet 5**



# Image files

- Digital images each have a **pixel dimension**
  - This is the number of pixels wide and the number of pixels high
  - A web designer may specify the exact number of pixels required for an image to fit inside a certain part of a web page
  - If the pixel dimensions are higher, then the quality of the image will be higher



# Resolution

- The resolution of an image is the number of dots or pixels in one inch
  - For print products, such as magazines and books, this is usually at least 300 DPI (Dots Per Inch)
  - For digital products, this is the number of pixels in an inch (PPI)
  - The higher the resolution the higher the image quality

**Phone:** iPhone 3  
**Pixel dimension:** 480×320  
**Resolution:** 163 PPI



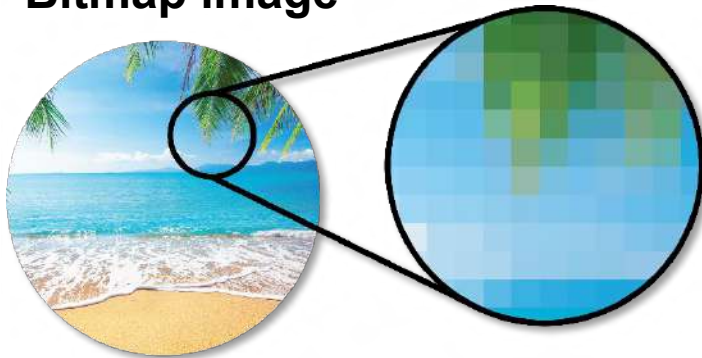
**Phone:** iPhone 13  
**Pixel dimension:** 2532×1170  
**Resolution:** 460 PPI



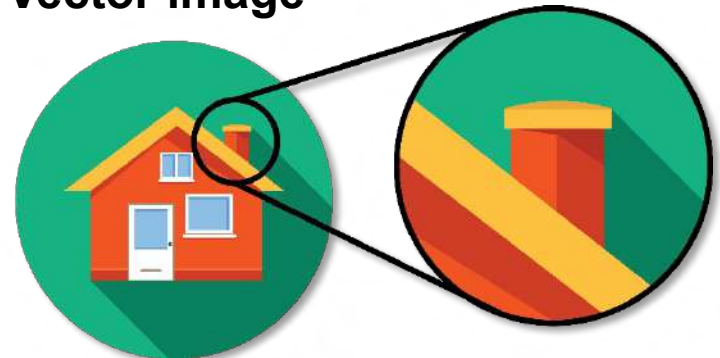
# Bitmap and vector images

- There are two types of image that are used
  - **Bitmap images** (also known as raster images) have a grid of pixels to represent the image – as you zoom into the image it becomes more pixelated (blocky)
  - **Vector images** make use of curves, lines and fills – as you zoom in they still have the same level of detail

**Bitmap image**



**Vector image**



# Still images and graphics

- Lossless formats:
  - GIF (can be used for animation)
  - PNG (lossless format, supports transparency)
  - RAW (used with high end digital cameras, lossless format but very large file sizes and requires editing)
- Lossy format:
  - JPG (lossy format, no transparency)
- Magazines and documents are likely to be exported to PDF format for sharing





# Moving images - animation

- Animation for web pages was first carried out with GIF images
  - Flash animation then became very popular with the .SWF filetype
- As the Flash plugin has lost support, SVG (Scalable Vector Graphics) can now be used for animation
  - Animation films and TV programs will use normal video file formats such as MP4 to deliver to ordinary viewers



# Worksheet 5

- Complete **Task 2** on **Worksheet 5**



# Audio files

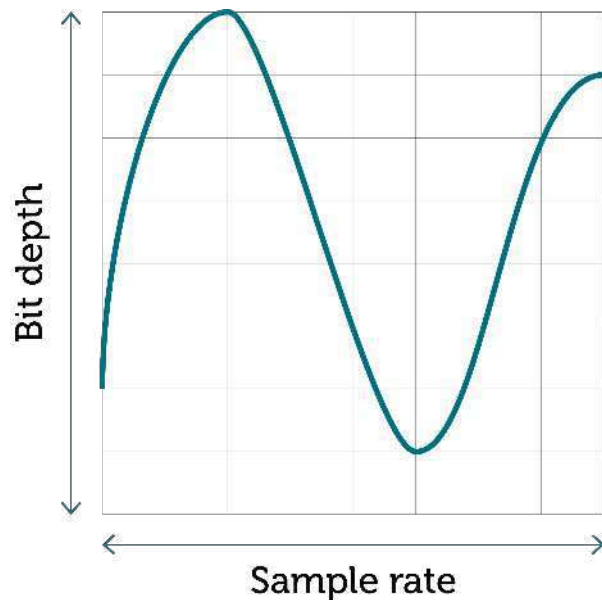
- Sound is made up of sound waves which are analogue
  - To save or process sound, it must first be digitised
  - The **sample rate** is the number of times the sound wave is sampled per second
  - The **bit depth** is the accuracy of each sample



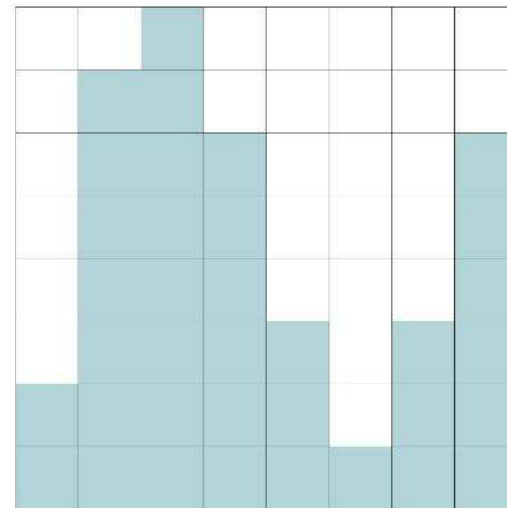
# Bit depth and sample rate

- Increasing the bit depth and sample rate will improve the sound quality
- CD quality sound is 44,100 samples per second with a bit depth of 65,536 (16-bit)

**Analogue sound wave**



**Digitised sound**



# Audio and sound

- Audio files are often compressed using a lossy compression such as .mp3
  - Some of the quality is lost
  - However, this will be hard to detect if a high bitrate is used
  - A compressed .mp3 file may be 10% of the size of the equivalent .wav file
- *What are three different audio formats?*



# Audio and sound formats

Answers

| Format | Features | Benefits | Disadvantages |
|--------|----------|----------|---------------|
|        |          |          |               |
|        |          |          |               |
|        |          |          |               |
|        |          |          |               |



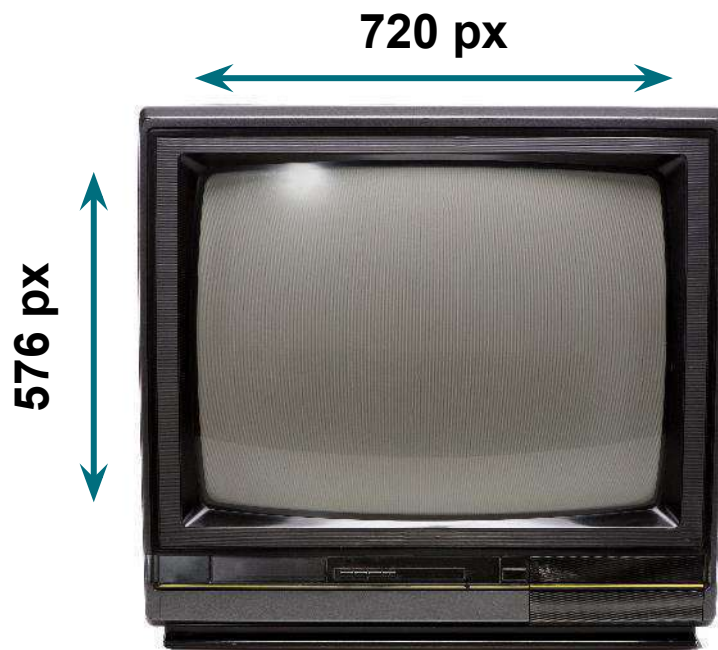
# Worksheet 5

- Complete **Task 3** on **Worksheet 5**



# Video resolution

- Higher video resolutions make a significant difference to the picture quality



**Standard definition (SD)**



**High Definition (HD)**

# Frame rate

- The frame rate of video is the number of frames that are shown each second (Frames per second / FPS)
  - A faster frame rate will lead to smoother motion
  - Fast frame rates are particularly important with sport and action video and also many computer games



# Moving images – video

- There are many video formats. Some key ones are:
  - MP4 - a common lossy compression format used in many streaming sites
  - AVI - (typically) a lossless format which can save video uncompressed
  - Name another video format



# Other video formats

- There are many formats, but some more common ones are
  - WMV – Windows Media Video – these compressed files used to be very common for Windows computers but are now less common
  - MOV – These usually compressed videos have high support with Apple devices, but are becoming less common
  - Most animation such as cartoons and film is saved in the same formats as ordinary video



**Uncompressed Video**

| Image size | Frame rate<br>(fps) | Color Depth (bits) | Data rate<br>(Kbits / sec) | Disk space for 10<br>sec file (MB) |
|------------|---------------------|--------------------|----------------------------|------------------------------------|
| 160 x 120  | 30                  | 8                  | 4608                       | 5.7                                |
| 320 x 240  | 15                  | 8                  | 9216                       | 11.5                               |
| 640 x 480  | 30                  | 8                  | 73728                      | 92.2                               |
| 640 x 480  | 30                  | 24                 | 221184                     | 276.5                              |





# File format choice

- There are many video formats to choose from
  - An uncompressed or lossless video format may be used by a television production company or film studio as it will have the highest quality with all original information
  - Uncompressed and lossless video formats have incredibly large file sizes
  - DVDs and Blu-Rays make use of lossy compression, however, they have large file sizes so that the compression cannot be noticed
  - Some video streaming services may use a higher compression which results in digital artefacts (errors and pixelation) that are clearly noticeable by the audience



# Worksheet 5

- Complete **Task 4** on **Worksheet 5**



# Plenary

- Work in pairs to explain each of the following terms

Resolution

DPI

PPI

Bitmap  
image

Vector image

Pixel  
dimension

Lossy  
compression

Lossless  
compression

Bit depth

Sample rate

Frame rate

SD

HD

4K

8K



# Plenary

- Resolution – how many pixels/dots in an area
- DPI/PPI – Dots per inch / Pixels per inch
- Bitmap image – an image made up of a grid of pixels
- Vector image – an image made from lines/curves/fills
- Pixel dimension – the width and height of pixels
- Lossy compression – reducing file size with some quality loss
- Lossless compression – reducing file size with no quality loss
- Bit depth – the accuracy of each sample in an audio file
- Sample rate – the number of samples taken per second
- Frame rate – the number of frames per second



# Plenary

- Video resolutions
  - SD – standard definition (720x576)
  - HD – high definition (1920x1080)
  - 4K – ultra high definition with approximately 4000 pixels width (4096x2160)
  - 8K – ultra high definition with approximately 8000 pixels width (7680x4320)



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